

INTERFERENCE ON CHILD PASSENGER PROTECTION

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FINAL REPORT

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16. Abstract Report on the planning and execution of the National Conference on Child Passenger Protection, December 10-11, 1979, sponsored by the National Highway Traffic Safety Administration. The preparation of the agenda, participation of the advisory committee, development of the invitation list, and selection of the site are recounted. An evaluation of the Conference is given, and a description of the contribution of the Public Meeting on Child Transportation Safety to the Conference's success. Appendices provide specific examples of letters, mailing lists, program content and evaluation questionnaires used in the body of the report.			
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METRIC CONVERSION FACTORS

Approximate Conversions to Metric Measures

Symbol When You Know Multiply by To Find Symbol

LENGTH

in inches 2.5 centimeters
ft feet 30 centimeters
yd yards 0.9 meters
mi miles 1.6 kilometers

AREA

in² square inches 6.5 square centimeters
ft² square feet 0.09 square meters
yd² square yards 0.8 square meters
mi² square miles 2.6 square kilometers
acres 0.4 hectares

MASS (weight)

oz ounces 28 grams
lb pounds 4.5 kilograms
(2000 lb) 0.9 tonnes

VOLUME

teaspoon 5 milliliters
tablespoon 15 milliliters
fluid ounce 30 milliliters
cup 0.24 liters
pint 0.47 liters
quart 0.95 liters
gallon 3.8 liters
cubic foot 0.03 cubic meters
cubic yards 0.76 cubic meters

TEMPERATURE (exact)

°F Fahrenheit temperature 5/9 (after subtracting 32) Celsius temperature °C

Approximate Conversions from Metric Measures

Symbol When You Know Multiply by To Find Symbol

LENGTH

mm millimeters 0.04 inches
cm centimeters 0.4 inches
m meters 3.3 feet
meters 1.1 yards
km kilometers 0.6 miles

AREA

cm² square centimeters 0.16 square inches
m² square meters 1.2 square yards
km² square kilometers 0.4 square miles
hectares (10,000 m²) 2.5 acres

MASS (weight)

g grams 0.035 ounces
kg kilograms 2.2 pounds
tonnes (1000 kg) 1.1 short tons

VOLUME

ml milliliters 0.03 fluid ounces
l liters 2.1 pints
liters 1.06 quarts
liters 0.26 gallons
cubic meters 35 cubic feet
cubic meters 1.3 cubic yards

TEMPERATURE (exact)

°C Celsius temperature 9/5 (then add 32) Fahrenheit temperature °F



* 1 in = 2.54 (exactly). For other exact conversions and more detailed tables, see NBS Misc. Publ. 286, Units of Weights and Measures, Price \$2.25, SO Catalog No. C13.10.286.

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DESCRIPTION AND METHODS

The National Conference on Child Passenger Protection was held for the purpose of 1) coordinating the efforts of diverse groups and persons working in the child restraint area; 2) providing a highly visible child advocacy program during the International Year of the Child; 3) stimulating the promotion of child passenger safety to legislative bodies, public agencies and the private sector; and 4) to exchange recent research findings and identify areas needing further development.

The conference was the result of a cooperative effort by a number of people working together from different organizations and with different degrees of involvement. Action for Child Transportation Safety (ACTS) was awarded a purchase order by the National Highway Traffic Safety Administration (NHTSA) to provide certain services involved in the planning of the meeting. ACTS provided lists of potential invitees, worked on the agenda, and provided payment for travel and expenses for the Advisory Committee (attending a planning meeting) and certain speakers at the conference.

The desirability of having the benefit of consultation from a planning committee from the start was recognized by both NHTSA and ACTS. We selected thirteen people who represented major safety organizations, manufacturers, public health and pediatric professions, and researchers (listed in Appendix A-1). We made an effort to avoid duplicating the advisory group assembled by the Highway Safety Research Center of the University of North Carolina for the NHTSA-sponsored workshops held earlier in 1979. Although some overlap was inevitable, newcomers did provide some fresh points of view.

A meeting of the Advisory Committee was held in March 1979 at NHTSA. Its purpose was to provide suggestions on logistics and the content of the conference. Travel and per diem expenses for committee members were paid

through ACTS. Major points agreed upon included:

Place: The meeting should be located in or near Washington, D.C. to attract as much national press attention as possible, and to encourage attendance of representatives from government agencies and the many private organizations located there.

Time: We should avoid September, October, early November, due to the large number of other health and safety conferences scheduled for that period; little enthusiasm was shown for visiting Washington in the summer; 2 1/2 days was an acceptable length for the meeting. A Wednesday-Friday meeting was suggested, to enable physicians to attend on the most flexible day of their work week, Wednesday.

Structure: All wished to make the workshop schedule flexible enough to allow people to cross over from their specialized fields to other workshops of interest to them; planned a comprehensive general session for day 1, to bring everyone up-to-date and make certain that those participants who only attend the first day would get the broad picture of the issue.

Content: Identified many specific topics within the broad areas of Social Research, Biomechanical Research, Educational Programs, Public Policy, and Media Treatment of Safety. (Appendix A-2)

Scope: Agreed that the meeting should encompass all aspects of child passenger safety, from infant and child restraint systems to school bus safety, and youth group transportation, education of older children, and methods of transporting the physically handicapped child.

Participants: The conference should bring together the widest possible range of interested people from diverse fields like health and safety, manufacturing and retailing, community action, child development, communications, and insurance.

Endorsements: They should be sought from the major organizations already

active in the field of child transportation safety, to increase the stature of the conference in the eyes of professionals and newcomers.

AGENDA

The conference agenda originally called for a General Session on Monday, concurrent workshops on Tuesday, and regional meetings, a panel of manufacturers and a final General Session on Wednesday morning. When the Public Meeting on Child Transportation Safety, piggy-backed onto the end of the conference (Wednesday afternoon) proved so popular (approximately 70 speakers) that it was expanded to a full day on Wednesday, changes were required. The manufacturer's panel was squeezed into day 1, while the regional meetings were added to the end of the second day. The closing general session was eliminated, with NHTSA deciding to distribute full proceedings to all attendees to take the place of the summarizing function of the final meeting.

For the General Session, the aim was to present the latest information on the most important aspects of child passenger protection, while giving the major figures in the field a chance to present their views. Finding a place for each within the structure and time constraints of one day required a juggling act, which was ultimately resolved fairly successfully. Balance was sought among public and political figures, founders of the auto safety movement, organizations and states with exemplary programs, and officials of Federal Agencies. Technical discussions of injuries to children in accidents and factors influencing the use of restraints provided some specifics of recent research and field experience, while the panel of industry representatives gave all child restraint manufacturers an opportunity to be recognized and to answer some of the questions which have arisen in the use of their products.

As an aid in planning and conducting the workshops, we enlisted five

members of the planning committee (E. Christy Hughes, National Safety Council; John Melvin, Highway Safety Research Institute, University of Michigan; Forrest Council, Highway Safety Research Center, University of North Carolina; Alan Williams, Insurance Institute for Highway Safety; David Shinn, Michigan Department of State) to serve as moderators for the five subject areas. In the course of their own work over the next few months, these people spent many hours developing interesting panels for discussing various aspects of their subjects in consultation with ACTS and NHTSA. (Remuneration for their time was offered under the contract, but only one moderator required it.) They looked for especially knowledgeable speakers within the various disciplines which together make up the Child Transportation Safety movement and others from related fields who would bring fresh points of view to the discussion. (Sample letter Appendix A-3)

A letter with suggested topics, addressed to all planning committee members (Appendix A-4) requesting suggestions for speakers, brought a disappointingly low response. The topics and panels took some time to be completely worked out. There was an ongoing process of review by NHTSA and ACTS. (Various versions of the Agenda and Final Program, Appendix A-5)

Some speakers, especially those outside of the field, required partial or full payment of expenses to enable them to attend. Those reimbursed were mainly professionals from fields other than child safety, who had no way of obtaining coverage through their jobs. None received honoraria.

THE DEVELOPMENT OF BROAD PARTICIPATION

The Conference was endorsed by eight major organizations, (Action for Child Transportation Safety; American Academy of Pediatrics; Highway Safety Research Center, University of North Carolina; National Association of Women Highway Safety Leaders; National Safety Council; Physicians for Automotive

Safety; Transportation Center, University of Tennessee; U.S. Jaycettes), and was designated an official event of the International Year of the Child (IYC). The invitation list was compiled from many sources: ACTS (members and other contacts), Physicians for Automotive Safety (list of medical facilities which are involved in child restraint education), University of Tennessee Transportation Center (nominees to previous Child Passenger Safety meetings and other contacts), University of North Carolina Highway Safety Research Center (nominees to and attendees at NHTSA regional workshops). Lists of national organizations involved in some aspect of child development, health, welfare or safety were compiled and letters were sent to these organizations to introduce the concept of child passenger safety and the goals of the conference and to invite their participation. Responses received were varied, from enthusiastic to unconcerned. [Some of these organizations provided lists of key people.] (See Appendix B-1 for sample letters and lists of organizations.)

All on the final mailing list received first a notice of the dates and place of the meeting. Some confusion resulted from failure to state "Details will follow" on the initial notice. A detailed announcement with the agenda and registration information followed (Appendix B-2). In addition, announcements were placed in newsletters of ACTS and PAS a full six months before the conference, to alert members to the event, and in the newsletter of the IYC.

In order to encourage grass-roots level participation, a registration fee was not originally planned. During planning, it was found that the costs of activities (two luncheons, coffee breaks, and two receptions) had to be passed on to the attendees. The registration fee of \$40 was the minimum possible in the circumstances. Participation of grass-roots individuals was, however, greatly facilitated by the funding for travel and expenses available through the public participation function of the public meeting.

EXHIBITS

The Exhibit Section of manufacturers of child restraint systems including two innovative designs from abroad, corporations with educational products, automobiles designed with special safety features (a Research Safety Vehicle, NHTSA airbag car, Chevette with three-point automatic belt system), and non-profit and state safety organizations. (List, Appendix B-3) Invitations were sent approximately two months before the conference, (Appendix B-4) detailing the fees for different classifications of exhibitors: \$100 for profit-making companies and \$20 for non-profit organizations for the Sunday night exhibit (at the hotel) and \$100 for Monday night (at the Congressional reception). The major costs of exhibit sections, which were paid by the profit-making group, were for the space and for a drayage firm to set up tables and booths. The very low fee for non-profit organizations covered the cost of table and chairs only, and was set low to encourage the participation of volunteer groups which operate on very low budgets.

The exhibit periods were originally planned for Monday at the Congressional Reception, and Tuesday evening at the Sheraton Washington. The decision was made not to have the section open during formal meeting periods because it would distract attendees from the crowded schedule of speakers and workshops and would require attendance of exhibitors at their displays throughout the open periods (eliminating their participation in major portions of the meeting).

One change was required in the plan, which affected the exhibits significantly. Due to the expansion of the Public Meeting to Wednesday morning, which had the effect of ending the Conference Tuesday night, the original Tuesday night exhibit session was moved forward to Sunday evening, during a reception when many participants would be arriving and registering. Since

this was the more comprehensive of the two exhibit periods, the conference participants who did not arrive until late Sunday night or early Monday missed seeing the non-profit groups and automobiles completely.

Location and Accommodations:

The meeting was first scheduled at the Sheraton Convention Center in Reston, Virginia, for the first week of December. This location was chosen because of easy access to both airports, reasonable price (exhibit room available free), and efficient layout. Later the location was changed to a hotel in the District in order to encourage the attendance of Federal agency staff members, legislative staffs and news media personnel. Accommodation was very difficult to find within the city. The Sheraton Washington was available for December 10-12, so the meeting was scheduled there, although the hotel was being renovated, accommodations were less convenient, and space was more expensive.

EVALUATION

The following comments are based on the experience of the writer and the reflections of 14 people who attended the conference and provided feedback to ACTS through a questionnaire. This was sent one month after the meeting to all members of the Advisory Committee and to ten other conference participants chosen for their varying backgrounds and interest areas. (For samples of responses, see Appendix C.)

General Session:

The session generally went well and fulfilled the basic intent of the Advisory Committee. The focus was, however, entirely on the protection of young children in automobiles. School bus safety, safety provisions for the handicapped, and belt use by older children were not addressed in the first day's program. These subjects were brought out during workshop sessions and at the Public Meeting.

The problems which surfaced during the day were primarily a result of the tight schedule. The end-of-the-day deadline was required to schedule transportation for all participants to the Capitol Hill reception. Although some slack time had been built into the day's schedule, speakers' over-runs and long breaks caused some speakers and the manufacturers' panel to be cut short. In the case of the latter, time for follow-up questions would have been particularly valuable, allowing specific problems to be probed thoroughly.

The luncheon keynote speaker, Jim Guy Tucker, Chairman of the White House Conference on Families, was unexpectedly delayed, so the Executive Director of the Conference took his place. This caused no problems.

(See Appendix D-1 for a summary of the General Session.)

Workshops:

Participants were generally enthusiastic about the content of these sessions. Problems in structure and scheduling did detract somewhat from their impact. There was generally little time for audience participation following presentations, although in planning we desired an open-discussion format. In some cases presentations were too long, in others there were too many panelists for the one-hour time periods (although all panelists had valuable information to contribute). Breaks between sessions were distracting as they took longer than planned and some sessions ran over their time periods. People did shift from one workshop to another as planned. Fewer, longer sessions would work better, as would a longer conference. It should be kept in mind that the conference was cut short by the elongation of the Public Meeting.

Breaks between sessions were time-consuming partly because so many people wanted to shift from one area of interest to another, moving from one room to another, and also because people used this time for informal exchanges of information. The latter could be facilitated by providing both more time for discussion during workshop sessions and other opportunities for impromptu interchange of ideas during the conference. Although people appreciated their ability to pick and choose sessions among all the topic areas, the concurrent nature of the workshops was very frustrating for participants. Many suggested running sessions more than once, indicating that they would be willing to stay longer to take advantage of more sessions.

Many workshops were of such general interest that they could have been general session topics. This could eliminate some of the frustration of those unable to attend all they wanted to. Workshops could be limited to small groups interested in very specific problems.

The use of moderators to plan the specific topic areas for sessions they were expected to lead produced some very good panels. The moderators worked hard, often stepping outside of their immediate fields to find fresh outlooks. The only problems appeared to be in communication with NHTSA and ACTS. There was some confusion over deadlines, and what guidelines should be followed when offering financial assistance to speakers. All was worked out satisfactorily, but could have been handled with less difficulty.

Exhibit Periods:

Most people would have liked to have the Exhibits open for longer periods.

During the first evening session, many people arrived too late to attend and therefore missed any chance to see the exhibits not shown on Capitol Hill. The duration was too brief for registration and a full examination of all exhibits. Safety for older children was not demonstrated except by one non-profit group.

The Capitol Hill Reception was the social high-point of the meeting. A great many of the non-profit exhibitors were, however, not represented there and many people were dismayed that so few congressmen attended. Direct invitations from Congressman Eckhardt's office did not draw them, possibly because Child Passenger Safety was not linked directly to any pending legislation, except NHTSA appropriations. The usefulness and enjoyability of such a session should be weighed in relation to the disadvantages (cost, time for transportation, limited types of exhibits).

General Comments:

People were generally very appreciative of the conference and NHTSA's role in developing child passenger safety as a national issue. The comments

that follow are ones that will help in the planning of any future conferences, whether regional or national.

Attendance was well over 300, although about 250 had been anticipated. Most people stayed for both days and many for the Public Meeting as well.

The Sheraton Washington Hotel did not provide adequate support to solve logistics problems due to construction. Adequate signs to guide people to exhibit and meeting halls were not available. There were not enough hotel staff members to deal with problems, such as non-functioning electrical outlets, which arose in setting up the exhibits. The staff available did their best, however.

The registration procedure was complicated and very time-consuming. The number of forms, files and people needed could have been streamlined in advance.

The meeting rooms were very stuffy. This could have been partially remedied by a ban on smoking in the rooms, which would have been in keeping with the public health aspect of the conference. There were adequate breaks to accommodate most smokers. An attempt to split each meeting room into separate sections to segregate smokers was proved unworkable.

One high point of the meeting was the second day luncheon, at which NHTSA Administrator, Joan Claybrook, addressed the group, pledging the agency would undertake certain activities to support child safety (Appendix D-2). At this meeting, awards were presented by NHTSA to certain organizations and individuals who had made significant contributions to child passenger protection (Appendix D-3).

Many people felt that the time for informal exchanges of information was too limited. All periods except breakfast and evenings were scheduled for specific events.

More time should have been allocated for regional meetings, which could have been much more productive had they not been held late Tuesday afternoon after the last set of workshop sessions.

Time should have been set aside for a final session to unify the group and bring out a consensus on issues raised. The published proceedings do not fully replace the function of such a meeting.

The Public Meeting on Child Transportation Safety:

The public meeting should be examined because it had both very positive and somewhat negative effects on the conference itself.

Its purpose was to explore ways for NHTSA to improve child safety, other than through upgrading the quality of child restraint systems. It alerted the agency to the commonsense concerns of citizens and their views on motor vehicles sold today, and the actions or inaction of NHTSA itself. It also provided a forum for information exchange among the speakers. Topics included were: societal costs of accidents; hazardous vehicle design features; design and equipment changes; the roles of medical and educational communities in improving child safety; school bus safety; child pedestrian and cyclist protection.

The Public Meeting's popularity necessitated the contraction of the conference into a very tightly scheduled two days, which caused problems described elsewhere in this report. A better plan might have been to run the meeting over to Thursday.

The conference was greatly enhanced by the attendance of people whose travel to the public meeting (and coincidentally to the conference as well) was paid through Public Participation Funding by NHTSA.

The Public Meeting provided an excellent opportunity for many individuals to speak about their own programs and concerns, for which there had not been time during the conference itself. This information exchange benefited the audience as well as the panel of NHTSA staff in attendance, and should be built into any future conference in some form.

CHILD PASSENGER PROTECTION PRIORITIES FOR NHTSA THE COMING YEAR (based on questionnaire)

Follow up on Claybrook's pledges to the conference.

Stress the health and educational aspects of the issues with HEW and major organizations.

Provide a clearing house for information on State grant 402 funding.

Look for ways to influence people through economic incentives, i.e., tax credits and deductions; evaluation of the economic costs of non-use of restraints for institutions as well as individuals.

Support the development of a communication network of concerned groups and individuals to support legislation and other public policy developments in the states.

Educate the "providers" of health and safety information in the community. Continue the outreach begun for the conference toward diverse groups involved in child health, rights, safety, education.

Support consumer education and promotion of proper use.

Devise a method for obtaining a high volume of feedback from child restraint users about the problems they face with specific devices or car models.

Teach school children to use safety belts through the use of belts on school buses.

Set guidelines for day-care and nursery school transportation.

Devise solutions to problems of safeguarding children in trucks and vans.

SHOULD ANOTHER CONFERENCE BE HELD BY "NHTSA"? (based on questionnaire)

All evaluators agreed that another meeting would be very valuable in 1980, and they had varying suggestions as to its form and content :

Regional meetings would permit greater attendance.

Allow more time for information sharing (such as occurred at the Public Meeting) and informal contacts.

Include all modes of transporting children, i.e., more information on school, youth group, and camp transportation, pedestrian and bicycle safety.

Emphasis on specific action for change (i.e., legislation, reaching low income families, successful programs, new regulations), and less emphasis on formal, official presentations such as some during the General Session.

Include more people not already involved in child passenger safety, such as "human services" professionals, "providers" of health and safety information, i.e., child care agencies, health systems agencies, police and traffic authorities, reporters, health and driver educators. (Organizations representing these interests had been invited.)

Find a way to provide travel assistance to grass-roots participants again.

Prefer meeting run by National Child Passenger Safety Association backed by ACTS, PAS, NSC, AAP and other private organizations (one opinion only).

Hold specialized meetings for special interest groups (one opinion only).

APPENDIX A-1

MEMBERS OF CONFERENCE ADVISORY COMMITTEE

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Action for Child Transportation Safety

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March 20, 1979

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SCHOOL BUS SAFETY COMMITTEE

JANET BAJOREK
CAROL FAST
Co-Chairmen

I am glad that you will be able to attend the advisory committee meeting for the up-coming Child Passenger Protection Conference. The broad purposes of the conference are:

1. To coordinate the efforts of diverse groups and persons working in the area of child passenger safety;
2. To provide a highly visible child advocacy program during the International Year of the Child;
3. To stimulate the promotion of child passenger safety to legislative bodies, public agencies, and the private sector; and
4. To exchange recent research findings and identify areas needing further development.

The conference will bring together people who are involved in child passenger safety, or are interested in becoming involved, either as professionals, officials, or volunteers. The agenda will include, but not be limited to, sessions on legislative, research, and public information issues.

The major task of our advisory committee meeting will be the development of a preliminary agenda. We will also consider speakers, handout material, the conference dates and its location. Because of her experience running last year's Tennessee conference, Christy Hughes will be chairing the meeting. To help us all make the best use of our time, please bring with you:

1. Thoughts on agenda topics you would like to see included, either general or specific, including new areas of research, problems faced by professionals in designing programs or grass-roots people in the field, and novel solutions to old problems, along with names of interesting speakers or panelists;
2. Dates and places of other related groups' meetings or conventions planned for August, September or October;
3. Names of organizations which should be invited to send representatives to the conference.

Enclosed are the meeting agenda and logistics details.

Sincerely,

Deborah D. Richards
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Seattle, WA 98115
206-522-4766

NATIONAL CHILD PASSENGER SAFETY CONFERENCE

Advisory Committee Meeting
March 29-30, 1979

Tentative Agenda

Thurs.	1:00 - 2:00	Welcome by Dr. Heathington Definition of Conference Goals	
	2:00 - 3:45	Consideration of Agenda Topics	(Small Groups)
	3:45 - 4:30	Summary of Agenda Topics	
Fri.	9:00 - 10:00	Development of Preliminary Agenda	
	10:00 - 11:30	Identification of Resources	(Small Groups)
		Speakers Attendees Exhibitors Materials	
	11:30 - 1:00	Lunch at Channel Inn	
	1:00 - 2:00	Logistics of Conference	
	2:00 - 2:30	Summary, Adjournment	

NATIONAL CHILD PASSENGER PROTECTION CONFERENCE
PLANNING MEETING
March 30, 1979

STATE OF THE ART

RESOURCES

- Individual and Societal Costs Involved in Passenger Protection
Cost is defined broadly to include the social psychological impacts as well as the economic consequences. This session would also include discussion of the issue of personal freedoms and societal needs in relationship to the costs.

- The Accident Experience

This session would highlight the dynamics of car crashes, the types of injuries children sustain, and the reporting of accidents. The issue of under-reporting of children's injuries and the lack of adequate information collection would be addressed.

- Government Action in Child Passenger Protection

Basically, this session would provide an opportunity for all the participants to review the response of governments to this problem. An overview of State government responses coupled with discussion of FMVSS 213 would be featured.

- Factors Influencing Use of Restraints for Children

A consideration of the components of the safety environment (restraint, child, parent, vehicle, societal stereotypes) and how they affect usage would be stressed.

- Coordinating the Development of Comprehensive Child Passenger
Protection (CPP) Activities

This session would emphasize how to analyze the political and social systems in any given area in order to build up a comprehensive CPP program. A review of how particular strategies have succeeded and failed with various systems would set the stage for participants assessment of the systems in their own areas.

I. PUBLIC POLICY TASK FORCE

RESOURCES

A. Work Groups

1. Regulation (local, State, federal, private)
2. Legislation (local, State, federal)
3. Adjudication (include review of related issues
treatment in the courts)

- B. Entire Group Focus on Identifying Constituency/
Advocacy Groups to Support Improved Public Policy
Positions

II. INFORMATION EXCHANGE TASK FORCE

RESOURCES

A. Work Groups

1. Sample Programs

- a. Special target groups
- b. Types of programs

2. Materials

- a. What exists?
- b. Criteria for accuracy/quality.
- c. What needs to be developed?

3. Merchandising and Retailing

- a. How is it done now?
- b. How to support educational programs?
- c. Recommendations

- B. Entire group focus on identification and involvement of relevant groups (matching people and programs both in terms of operating and "receiving" programs) and how to prevent/combat misuse.

III. MASS MEDIA/COMMUNICATION TASK FORCE

A. Work Groups

1. Social-psychology research on the impacts
media portrayal of riding behaviors.
2. Reporting accidents.

- B. Entire groups focus on development of standards/
recommendations for media portrayal.

RESOURCES

IV. RESEARCH AND EVALUATION

RESOURCES

A. Work Groups

1. Research

a. Needs of special groups.

b. Product development

c. Performance standards

2. Evaluation

a. Program impacts

b. Accident investigations

B. Entire group focus on the assessment of needed research and evaluation -- develop list of recommendations.

THE UNIVERSITY OF NORTH CAROLINA HIGHWAY SAFETY RESEARCH CENTER

CTP - 197A

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Engineering Studies*JOHN H. LACEY
*Program Manager
Alcohol Studies*BEVERLY T. ORR
*Program Manager
Public Service Programs*

November 5, 1979

Edward R. Christopherson
University of Kansas Medical
Center
39th Street at Rainbow Boulevard
Kansas City, KS 66103

Dear Dr. Christopherson:

I am writing you as a member of the Advisory Committee for the upcoming National Conference on Child Passenger Protection. As one of the conference workshop coordinators, I would like to invite you to participate as a primary contributor in the workshop on education and distribution programs. As you are aware, this national conference represents what we hope will be a very significant meeting in the movement to better protect the health of our children. Approximately 3000 people will be invited from across the nation, and we are expecting a good number of these to attend. Many of these people are involved in existing or planned programs in the area of child passenger safety and thus a great deal of lively interchange is expected.

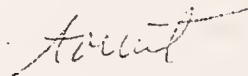
This invitation to you stems from the fact that I am attempting to coordinate the workshop session related to the areas of education and distribution programs. This session, to be held the second day of the Conference, will involve a small number (5-10) of selected primary contributors who will be expected to prepare informal papers. In addition, a number of other resource people will be specifically invited to attend to assure that discussion is generated. Since we will be concentrating on educational techniques used by pediatricians and other health care practitioners, I don't think we will have any problem generating discussion. As you and I discussed, there are problems with current practices in pediatrician education. I feel that it would be of great interest and benefit to the many people involved in these education programs if you would review your past and ongoing efforts in the physician education area, particularly the information that you're gathering concerning behavior of the child passenger in the car. In addition, any other work you've done would be most helpful, particularly work related to any kind of guidelines for the pediatrician in implementing a child passenger safety program in his practice.

Other speakers that I have invited so far include Dr. Albert Chang, M.D., Associate Professor of Public Health from the University of California, Berkeley; Dr. David Sleet, who is new to the field of child passenger safety, but is a health education specialist from San Diego State who has some ideas about how to convert other health education ideas to the child safety area; Doug Woolf of Wyoming who will give us some information on education programs in public schools; and I'm trying to get Bob Walker from General Motors to discuss the misuse problems as related to a manufacturer of child restraint devices. In terms of getting the safety seat to the consumer, hopefully we will have a representative from the National Auto Dealers Association and an independent dealer committeeman along with a number of people who are in existing loaner and distribution programs.

As I indicated to you over the phone, I'm asking that you limit your presentation to approximately 15-20 minutes such that we can assure that there is adequate time for discussion of points you raise. In order to help finance the expenses you will incur in attending this meeting, I have worked through the Advisory Committee, and we can offer you the following. NHTSA will be able to cover your airfare (coach class) plus a maximum of \$50/day per diem for hotel, meals, and other incidental expenses. I hope this will be sufficient to meet your needs and insure that you can attend the conference.

I sincerely hope that you will be able to participate in the workshop. As I said earlier, I think the conference can make a significant contribution to the state of the art of child passenger protection, and I feel that your contribution to the workshop session and to the remainder of the conference will be one of the keys to success. If you feel that further explanation needs to be sent or a letter needs to be written by the Conference chairperson or anyone else, please let me know. I very much want you to attend, and I hope that your department will view the child safety issue as we do, as a very important part of the public health of our nation.

Sincerely,



Forrest M. Council
Deputy Director

FMC:ds

Enclosure

cc Elaine Weinstein
Debbie Richards



Action for Child Transportation Safety

DIRECTORS

Executive Committee
DEBORAH D. RICHARDS
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SCHOOL BUS SAFETY COMMITTEE

JANET BAJOREK
CAROL FAST
Co-Chairmen

2559 NE 83 St.
Seattle, WA 98115
August 8, 1979

To: Conference Advisory Committee

From: Debbie Richards

First, please make a special note of the new Conference date and place: December 10-12 at the Sheraton Park in Washington. This will make the meeting more accessible to the Washington people whom we especially want to attract. I hope that you can all make whatever schedule changes may be necessary to attend.

The agenda is taking shape, with a set of free-choice workshops on the second day. This will allow people to step outside of their specialties and contribute to or learn about some of the other aspects of child passenger protection.

Workshop topics have not been completely set yet. Enclosed is a preliminary list, to which I would like to have your opinions and additions. Please look it over and jot down any other exciting, specific topics that you would like to discuss. Names of speakers or panelists would be helpful. We plan to ask workshop speakers and panelists to submit brief outlines of their ideas, to be reproduced and made available to people who cannot attend a particular session.

Please send back your comments and suggestions by August 27, to my address above. Thanks, and have a safe summer.

POSSIBLE WORKSHOP TOPICS - SUGGESTIONS FOR SPEAKERS

Public Policy:

Legislation - Getting Laws Passed

Legislation - Enforcement

Legislation - Adjudication

School Bus Safety - State/Local Policies

Youth Organizations - Policies & Education

Day Care - Regulation, Implementation

Transporting Physically Handicapped Child

Education:

Training for The Educators
(Med. Curricula, Public Health Personnel, Child Care Profess.)

Involvement of Private Sector

Funding for Programs

Starting Community Programs

Retailers' Role in Education

Proper Use of Child Restraints:
Prevention & Intervention in
an Education program

Developing Accurate and Persuasive Materials

Education Programs for Special Groups, i.e. low-income, Spanish speaking, children, grandparents

SPEAKERS? More suggestions needed:

State Legislators

Tennessee Experience
Police Chief

Children's Defense Fund

Art Yeager/Carol Fast
School Board member, State Ed. Dept.

Scouts (boy/Girl), ACTS

HEW - Susan Aronson
Mass. Day Care person

Ernie Cooney, Organization for
Handicapped, State Ed. Dept.

Reps. of professional organizations,

League General, Employee programs

HEW, GHSP, Council on Foundations

Ernie Cooney, Mira Mesa Women's Club

Rep. of large store, Small retailer
(ACTS members)

Charlann Bachmeier, Jana Hietko,
Jean Jewett

Annemarie Shelness
Advertising expert

?

Workshop Topics and Possible Speakers, Cont.

Media:

Advertising for Safety

Advertising Organization

Anti-Safety Bias on TV and in
Film

ACT, Network Children's Programming
Director

Newspapers' Role in Restraint
Use Publicity

Editor (Colorado newspaper)
Lawyer

Research:

Problems in Evaluating Education
Programs.

Christy On Tenn. Experience

Product Testing - details of
FMVSS 213

Melvin, Consumers Union, Manufacturers

New Ideas in Child Restraint

Manufacturers

Accident Investigation

Melvin, Arnold Siegel

Preliminary Agenda

NATIONAL CONFERENCE ON CHILD PASSENGER PROTECTION

Sheraton-Park Hotel
Washington, D.C.

Monday, December 10, 1979

8:00 - 9:00 Registration

9:00 - 9:30 Welcome/Introduction

9:30 - 12:00 General Session

Topics:

- The Accident Experience
- Individual and Societal Costs
Involved in Child Passenger
Protection
- Factors Influencing the Use
of Restraints

12:00 - 1:30 Luncheon: Keynote Address
The Future of Passenger Protection

1:30 - 4:30 General Session

Topics:

- Government Action In Child
Passenger Protection
(State and Federal)
- Existing Educational Programs
- Coordinating the Development of
a Comprehensive Child Passenger
Protection Program

5:30 - 7:30 Reception
Opening of Exhibits

Tuesday, December 11, 1979

9:00 - 12:00

Workshop Sessions

Topic Areas:

- Public Policy
- Education and Distribution Programs
- Communication
- Research
- Evaluation

12:00 - 1:00

Lunch ---

1:30 - 3:45

Concurrent Workshop Sessions

Topics:

- Public Policy
- Education and Distribution Programs
- Communication
- Research
- Evaluation

4:00 - 5:00

Regional Meetings

5:00 - 8:00

Exhibits

7:00 - 8:00

Organizing a Child Passenger Safety Association (informal discussion)

Wednesday, December 12, 1979

9:00 - 10:30

Manufacturers/Consumers Exchange

10:45 - 11:45

General Session

Topic:

- Workshop Summary Reports

NATIONAL CONFERENCE ON CHILD PASSENGER PROTECTION

December 10-12, 1979

Sheraton Washington Hotel
Washington, D. C.

Sunday, December 9, 1979

7:00-9:00 p.m. Registration

Monday, December 10, 1979

8:00-9:00 a.m. Registration

9:00-9:10 a.m. Welcome
Charles F. Livingston
Association Administrator for Traffic
Safety Programs
National Highway Traffic Safety
Administration

9:10-9:30 a.m. Opening Remarks
Joan Claybrook
National Highway Traffic Safety
Administrator

9:30-10:00 a.m. Individual and Societal Costs of Accidents
Involving Children
Congressman Robert Eckhart
Chairman, Oversight and Investigations
Subcommittee
House Interstate and Foreign Commerce
Committee

10:00-10:30 a.m. The Public's Responsibility in Protecting
Children
Dr. William Haddon, President
Insurance Institute for Highway Safety

10:30-10:45 a.m. Break

10:45-11:15 a.m.	Inquiries to Children As Motor Vehicle Occupants Susan Baker Johns Hopkins University
11:15-12:00 a.m.	Factors Influencing the Use of Restraints B.J. Campbell, University of North Carolina, moderator Christy Hughes, National Safety Council Edward Christopherson, University of Kansas Debbie Richards, Action for Child Transportation Safety Jean Simmons, Juvenile Product Manufacturers Association <i>Dr. Charles</i>
12:00-1:30 p.m.	Luncheon The Future of Passenger Protection Joan Claybrook National Highway Traffic Safety Administrator
1:30-2:15 p.m.	Questions for the Industry (The Child Restraint Manufacturers will answer questions submitted by the audience.)
2:15-2:30 p.m.	The Tennessee Child Passenger Protection Law: Two Years Later Mike Ellis Governor's Highway Safety Representative State of Tennessee
2:30-2:45 p.m.	Break
2:45-3:15 p.m.	An Alternative from the Insurance Industry Robert Vanderbeek, President League General Insurance Company
3:15-3:45 p.m.	Restraint Use as Preventive Medicine J. Michael McGinnis, M.D. Deputy Assistant Secretary for Health
5:00-7:00 p.m.	Reception on Capitol Hill

Tuesday, December 11, 1979

Concurrent Workshops

9:00-10:00 a.m.

WORKSHOP 1

Program Administration: Child Passenger Protection -- Your Legal Responsibilities
(Civil and criminal liability issues will be discussed as they pertain to parents protecting their children and institutions, such as hospitals, providing or not providing information on child restraint use to parents)

WORKSHOP 2

Education and Distribution: Child Restraint Education Programs -- How Effective are They?
(A discussion of program content and effectiveness in private physician, clinic, and hospital education programs will take place)

WORKSHOP 3

Communications: What Television Teaches Children About Car Crashes and Passenger Safety
(The present portrayal of passenger safety in network programming will be discussed as it influences attitudes and behaviors)

WORKSHOP 4

Research and Evaluation: Federal Standard 213 Governing Child Seating Systems
(The impact of the new NHTSA standard will be discussed in terms of its impact on the consumer, manufacturers, researchers, and regulators)

10:00-10:15 a.m.

Break

10:15-11:15 a.m.

WORKSHOP 1

Program Administration: Product Liability -- Considerations for Distribution Programs
(The legal protection of distribution programs will be addressed and problems such as insurance coverage, protection by disclaimers and potential law suits will be anticipated)

WORKSHOP 2

Education Programs: Applying Health Education Techniques to Child Passenger Protection
(A review of unique health education techniques that could be tailored for use in the promotion of child restraint programs will be presented)

WORKSHOP 3

Communications: Using the Media More Effectively to Promote Child Passenger Safety
(Alternatives for improving the portrayal and reporting of safety to the public through mass media will be explored)

WORKSHOP 4

Research and Evaluation: Innovative Child Restraint Systems for the Future
(New designs, foreign product compatibility with U.S. requirements, and restraint systems for the handicapped will be covered)

11:15-12:15 p.m.

WORKSHOP 1

Program Administration: What Avenues in the Health and Human Resources Area Exist to Promote Child Restraint Use?
(Health care systems, education curricula and other methods of reaching parents and children will be addressed)

WORKSHOP 2

Education Programs: Educating Parents and Children: Techniques to Stimulate and Promote Proper Use
(An attempt will be made to identify methods of reaching parents and promoting proper use by both parent and child will be discussed along with identifying techniques to persuade children to stay in the seats)

WORKSHOP 3

Communications: Selling Passenger Safety to America
(The application of advertising and marketing techniques to stimulate public awareness and support for child passenger safety will be discussed)

WORKSHOP 3

Research and Evaluation: The Compatibility of Child Restraint Systems with Different

Adult Restraint Systems and with Different
Types of Vehicles

(Interfacing child restraint systems
with automatic restraints and small
cars, vans, and pick-ups, etc. will
be the focus of this session)

12:15-1:45 p.m.

Luncheon

2:00-3:00 p.m.

WORKSHOP 1

Program Administration: Issues to Consider
in Determining Public Policy

(Considerations in the area of regulation
or legislation of child restraint use
will be addressed, such as, enforcement,
fines and negligence, public transportation
of children, providing protection for
children of indigent families, etc.)

WORKSHOP 2

Education Programs: Getting the Child
Safety Seat to the Consumer

(Working on a local level with automobile
dealers, and retailers to promote
the sales and proper use of child restraints
will be addressed)

WORKSHOP 3

Communications: Factors Influencing the
Use of Restraints

(The perceived costs of restraint
use will be addressed with an emphasis
on how public information materials
can counter misinformation)

WORKSHOP 4

Research and Evaluation: Restraint Use
and Seating Position as Factors Influencing
Injuries to Children

(The potential to reduce injuries to
children will be addressed as a function
of seating position and different restraint
systems)

3:00-3:15 p.m.

Break

3:15-4:15 p.m.

WORKSHOP 1

Program Administration: Coordinating
a Comprehensive Statewide Child Passenger
Safety Program

(The administrative aspects of coordinating
child passenger safety programs around
the State, run by service clubs, hospitals,
etc.)

WORKSHOP 2

Education Programs: Distribution Programs

-- The Economics of Size

(Problems related to the expansion
of small distribution programs will
be addressed in terms of choosing
the correct seat, keeping track of
the seats, etc.)

WORKSHOP 3

Communications: To be determined.

WORKSHOP 4

Research and Evaluation: How to Determine
if Your Program is Effective

(Appropriate research designs, methodology
and evaluation criteria, will be discussed
for measuring the effectiveness of
education programs, distribution programs
and of usage rates)

5:00-8:00 p.m.

Reception and Exhibits

Wednesday, December 12, 1979

9:00 a.m.-6:00 p.m.

NHTSA Public Meeting: Child Transportation
Safety

NATIONAL CONFERENCE ON CHILD PASSENGER PROTECTION

AGENDA

December 10-12, 1979

Sheraton Park Hotel
Washington, D.C.

NATIONAL CONFERENCE
ON
CHILD PASSENGER PROTECTION

Planning Committee

Deborah Richards
Action for Child Transportation Safety *

Quentin McDonald
The Bobby-Mac Company, Inc.

John Melvin
Highway Safety Research Institute
University of Michigan

Annemarie Shelness
Physicians for Automotive Safety

David Shinn
Michigan Department of State

Allan Williams
Insurance Institute for Highway Safety

Vivian Giles
Virginia Association of Women Highway Safety Leaders

Forrest Council
Highway Safety Research Center
University of North Carolina

Cecelia DiCicco
Massachusetts Department of Public Health

Charles Hurley
National Safety Council

Mary Meland
Minneapolis Group Health

C. Ernest Cooney
Wisconsin Department of Public Instruction

Christy Hughes
National Safety Council

* Action for Child Transportation Safety provided technical support to the National Highway Traffic Safety Administration in planning this conference under contract NHTSA-9-6340.

ENDORSEMENTS

The following organizations have endorsed the goals of the National Conference on Child Passenger Protection:

Action for Child Transportation Safety;
American Academy of Pediatrics;
Highway Safety Research Center, University of North Carolina;
National Association of Women Highway Safety Leaders;
National Safety Council;
Physicians for Automotive Safety;
Transportation Center, University of Tennessee;
U S Jaycettes

Sunday, December 9, 1979

7:00-9:00 a.m.	Registration Reception and Exhibits	Hotel Lobby Exhibit Hall #1
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Monday, December 10, 1979

8:00-9:00 a.m.	Registration General Session	Virginia Suite Virginia Suite
9:00-9:10 a.m.	Call to Order / Introductions Charles F. Livingston Associate Administrator for Traffic Safety Programs National Highway Traffic Safety Administration James L. Nichols Master of Ceremonies Traffic Safety Programs, NHTSA Elaine B. Weinstein Conference Coordinator Traffic Safety Programs, NHTSA Deborah D. Richards Conference Contractor Action for Child Transportation Safety	
9:10-9:15 a.m.	Welcome Joan Claybrook, Administrator National Highway Traffic Safety Administration	
9:15-9:45 a.m.	Individual and Societal Costs of Accidents Involving Children Congressman Bob Eckhardt Chairman, Subcommittee on Oversight and Investigations Committee on Interstate and Foreign Commerce	
9:45-10:15 a.m.	The Public's Responsibility in Protecting Children William Haddon, Jr., M.D. President, Insurance Institute for Highway Safety	
10:15-10:30 a.m.	Break	
10:30-11:00 a.m.	Deaths and Injuries to Children As Motor Vehicle Occupants Susan P. Baker, MPH Johns Hopkins University School of Public Health	
11:00-11:15 a.m.	The Pediatricians' Role in Child Transportation Safety Seymour Charles, M.D. President, Physicians for Automotive Safety	
11:15-noon	Factors Influencing the Use of Restraints B.J. Campbell, Ph.D., University of North Carolina, MODERATOR Christy Hughes, Ph. D. National Safety Council Edward Christopherson, Ph.D. University of Kansas Medical Center Deborah Richards Action for Child Transportation Safety	

noon-1:30 p.m.

Luncheon

Traffic Safety A Family Affair
Jim Guy Tucker
Chairperson, White House
Conference on Families

Park
Room

1:30-2:15 p.m.

General Session
Questions for the Industry
(The Child Restraint Manufacturers will answer
questions submitted by the audience)
Moderator: Charles Hurley
National Safety Council

Virginia Suite

The Bobby-Mac Corporation
Century Products
Cosco Home Products
Ford Motor Company
General Motors Corporation
International Manufacturing Company
Questor Juvenile Furniture Company
"Strolee" of California

2:15-2:30 p.m.

The Tennessee Child Passenger
Protection Law: Two Years Later
Larry M. "Mike" Ellis
Governor's Highway Safety Representative
State of Tennessee

2:30-2:45 p.m.

Break

2:45-3:15 p.m.

An Insurance Company's
Perspective Unique Approach
Robert E. Vanderbeek
President, League Insurance Companies

3:15-3:45 p.m.

Accident Prevention As a Public
Health Measure
J. Michael McGinnis, M.D.
Deputy Assistant Secretary for Health, HEW
(Disease Prevention and Health Promotion)

5:00-7:00 p.m.

Reception on Capitol Hill
Cannon House
Office Building
Room 345

CONCURRENT WORKSHOP SESSIONS

Tuesday, December 11, 1979

<i>Time</i>	<i>Public Policy</i>	<i>Education</i>	<i>Communication</i>	<i>Research and Evaluation</i>
9:00-10:00	Child Passenger Protection Your Legal Responsibilities	Child Restraint Education Programs: How Effective are They?	What Television Teaches Children About Car Crashes and Passenger Safety	Federal Standard 213 Governing Child Seating Systems
Break				
10:15-11:15	Product Liability: Considerations for Distribution Programs	Applying Health Education Techniques to Child Passenger Protection	Promoting Child Passenger Safety through the Media	Innovative Child Restraint Systems for the Future
11:15-12:15	What Avenues in the Health and Human Resources Area Exist to Promote Child Restraint Use?	Educating Parents and Children: Techniques to Stimulate and Promote Proper Use	Selling Passenger Safety to America	The Compatibility of Child Restraint Systems with Different Adult Restraint Systems and with Different Types of Vehicles
12:15-1:45 Park Room	Luncheon-Awards Ceremony—Hosted by Joan Claybrook, NHTSA and Deborah Richards. ACTS			
2:00-3:00	Issues to Consider in Determining Public Policy	Getting the Child Safety Seat to the Consumer	The Decision to Buckle Up	Restraint Use and Seating Position as Factors Influencing Injuries to Children
Break				
3:15-4:15	Coordinating a Compre- hensive Statewide Child Passenger Safety Program	Distribution Programs: The Economics of Size	Using Public Information to Counteract Myths	How to Determine if Your Program is Effective
Location:	Richmond Room	Arlington Room	Alexandria Room	Dover Room
Moderator:	David B. Shinn Michigan Department of State	Forrest M. Council Highway Safety Research Center University of North Carolina	Christy Hughes National Safety Council	John W. Melvin Highway Safety Research Institute University of Michigan Allan F. Williams Insurance Institute for Highway Safety

Tuesday, December 11, 1979

Concurrent Workshops

WORKSHOP 1

*Public Policy: Child Passenger
Protection—Your Legal
Responsibilities*

**Richmond
Room**

(Civil and criminal liability issues will be discussed as they pertain to parents protecting their children and institutions, such as hospitals, providing or not providing information on child restraint use to parents)

David Shinn, Michigan Department of State,
MODERATOR

Donald Bross, National Center for the Preven-
tion of Child Abuse and Neglect

John Lutzker, Southern Illinois University

Joseph Little, University of Florida

Robert Miller, Jacobs and Miller Law Firm

WORKSHOP 2

*Education Programs: Child
Restraint Education Programs—
How Effective Are They?*

**Arlington
Room**

(A discussion of program content and effective-
ness in private physician, clinic, and hospital
education programs)

Forrest Council, University of North Carolina.
MODERATOR

Albert Chang, University of California at
Berkeley

Marshall Blondy, M.D., Metropolitan Associates
in Pediatrics

WORKSHOP 3 *Communications: What Television Teaches Children About Car Crashes and Passenger Safety* **Alexandria Room**

(The present portrayal of passenger safety in network programming will be discussed as it influences attitudes and behaviors)

Christy Hughes, National Safety Council,
MODERATOR

Bradley Greenberg, Michigan State University
Charles Atkins, Michigan State University
Dwight Fee, NHTSA

WORKSHOP 4 *Research and Evaluation: Federal Standard 213 Governing Child Seating Systems* **Dover Room**

(The impact of the new NHTSA standard will be discussed in terms of its effects on the consumer, manufacturers, researchers, and regulators)

John Melvin, University of Michigan,
MODERATOR

Annemarie Shelness, Physicians for Automotive Safety

Richard Hyde, Strolee

Robert Walker, GM

Quentin McDonald, Bobby-Mac

Paul Meiker, Century

Val Radovich, NHTSA

10:00-10:15 a.m. Break

10:15-11:15 a.m.

WORKSHOP 1 *Public Policy: Product Liability — Considerations for Distribution Programs* **Richmond Room**

(The legal protection of distribution programs will be addressed and problems such as insurance coverage, protection by disclaimers and potential lawsuits will be anticipated)

David Shinn, Michigan Department of State,
MODERATOR

James Edwards, League General Insurance Co.

Roni Tortorici, Jaycettes Buckle Up Babes

Representative from American Insurance Association

Steve Oesch, NHTSA

WORKSHOP 2 *Education Programs: Applying Health Education Techniques to Child Passenger Protection* **Arlington Room**

(A review of unique health education techniques that could be tailored for use in the promotion of child restraint programs will be presented)

Forrest Council, University of North Carolina,
MODERATOR

David Sleet, National Center for Health Education

Doug Woolf, Wyoming Department of Education

WORKSHOP 3 *Communications: Promoting Passenger Safety Through the Media* **Alexandria Room**

(Alternatives for improving the portrayal and reporting of safety to the public through mass media will be explored)

Christy Hughes, National Safety Council,
MODERATOR

Molly Pauker, Action for Children's Television

Mary Beth Burkhoff, Chicago Rehabilitation Institute

Linda Kahn, Prime Time Television

Representative from Mr. Rogers Neighborhood

WORKSHOP 4 *Research and Evaluation: Innovative Child Restraint Systems for the Future* **Dover Room**

(New designs, foreign product compatibility with U.S. requirements, and restraint systems for the handicapped will be covered)

John Melvin, University of Michigan,
MODERATOR

Ernest Cooney, Wisconsin Department of Public Instruction

Barbara Kellerher, Calspan

Lawrence Schneider, University of Michigan

Joy Moon, Consumers Association of Canada

Norman Freiburg, Volvo

Heinrich Von Wimmersperg

11:15-12:15 p.m.

WORKSHOP 1 *Public Policy: What Avenues in the Health and Human Resources Area Exist to Promote Child Restraint Use?* **Richmond Room**

(Health care systems, education curricula and other methods of reaching parents and children will be addressed)

David Shinn, Michigan Department of State,
MODERATOR

Janine Steveson, Michigan Department of Social Services

Minta Saunders, North Carolina Department of Human Resources

Ernest Cooney, Wisconsin Department of Public Instruction

Robert Vinetz, M.D., American Academy of Pediatrics

WORKSHOP 2 *Education Programs: Educating Parents and Children — Techniques to Stimulate and Promote Proper Use* **Arlington Room**

(An attempt will be made to identify methods of reaching parents and promoting proper use by both parent and child will be discussed along with identifying techniques to persuade children to stay in the seats)

Forrest Council, University of North Carolina,
MODERATOR

Edward Christopherson, University of Kansas Medical Center

WORKSHOP 3 *Communications: Selling Passenger Safety to America* **Alexandria Room**

(The application of advertising and marketing techniques to stimulate public awareness and support for child passenger safety will be discussed)

Christy Hughes, National Safety Council,
MODERATOR

Neil Burns, Spitzer-Marketec

Cheri Calvelo, Michigan Medical Society

WORKSHOP 4 *Research and Evaluation: The Compatibility of Child Restraint Systems with Different Adult Restraint Systems and with Different Types of Vehicles* **Dover Room**

(Interfacing child restraint systems with automatic restraints and small cars, vans, and pick ups, etc. will be the focus of this session)

John Melvin, University of Michigan,
MODERATOR

Tom Terry, GM

Roger Maugh, Ford

Carl Thelin, Consumers Reports

Michael Walsh, Calspan

Val Radovich, NHTSA

12:15-1:45 p.m. Luncheon **Park Room**

2:00-3:00 p.m.

WORKSHOP 1 *Public Policy: Issues to Consider in Determining Public Policy* **Richmond Room**

(Considerations in the area of regulation or legislation of child restraint use will be addressed, such as, enforcement, fines and negligence, public transportation of children of indigent families, etc.)

David Shinn, Michigan Department of State,
MODERATOR

Mary Edelin, South Dakota House of Representatives

Art Yeager, Physicians for Automotive Safety

A. Stephen Dirk, Mayor, Ogden, Utah

Mike Ellis, Tennessee Governor's Highway Safety Representative

Robert Sanders, M.D., American Academy of Pediatrics

WORKSHOP 2 *Education Programs: Getting the Child Safety Seat to the Consumer* **Arlington Room**

(Working on a local level with automobile dealers, and retailers to promote the sales and proper use of child restraints will be addressed)

Forrest Council, University of North Carolina,
MODERATOR

Greg Sutliff, Sutliff Chevrolet, Harrisburg, Pennsylvania

Ray Cohen, Independent Dealers Committee

Cecelia DiCicco, Massachusetts Department of Public Health

WORKSHOP 3 *Communications: The Decision to Buckle Up* **Alexandria Room**

(A review of the characteristics of parents who do (and those who do not) protect their children with emphasis on the application of this knowledge to the design of effective public information programs)

Christy Hughes, National Safety Council,
MODERATOR

John Lutzker, Southern Illinois University

John Philpot, University of Tennessee

Norman Frieburg, Volvo

William Wilson, Teknekron Research Corporation

WORKSHOP 4 *Research and Evaluation: Restraint Use and Seating Position as Factors Influencing Injuries to Children* **Dover Room**

(The potential to reduce injuries to children will be addressed as a function of seating position and different restraint systems)

Allan Williams, Insurance Institute for Highway Safety, MODERATOR

Susan Baker, Johns Hopkins University

B. J. Campbell, University of North Carolina

John Melvin, University of Michigan

3:00-3:15 p.m. Break

3:15-4:15 p.m.

WORKSHOP 1 *Public Policy: Coordinating a Comprehensive Statewide Child Passenger Safety Program* **Richmond Room**

(The administrative aspects of coordinating child passenger safety programs around the State, run by service clubs, hospitals, etc. will be discussed)

David Shinn, Michigan Department of State,
MODERATOR

Hazel Holly, Traverse Bay, Michigan Child Passenger Safety Association

Phil Deemer, Pennsylvania Department of Transportation

Dianne Sontag, Tennessee Child Passenger Safety Program

Vivian Giles, Virginia Association of Women Highway Safety Leaders

Carol Iacavone, Massachusetts Safety Council

WORKSHOP 2 *Education Programs: Distribution Programs—The Economics of Size* **Arlington Room**

(Problems related to the expansion of small distribution programs will be addressed in terms of choosing the correct seat, keeping track of the seats, etc.)

Forrest Council, University of North Carolina,
MODERATOR

Margaret Lang, Boston Women's Hospital

Carol Fast, Action for Child Transportation Safety

Andrea Jacobson

WORKSHOP 3 *Communications: Using Public Information to Counter Myths* **Alexandria Room**

(The myths related to restraint use will be addressed with an emphasis on how public information materials can counter misinformation)

Christy Hughes, National Safety Council,
MODERATOR

Annemarie Shelness, Physicians for Automotive Safety

Julie Candler, Woman's Day

Larry Kramer, The Washington Post

Dwight Fee, NHTSA

WORKSHOP 4 *Research and Evaluation: How to Determine if Your Program is Effective* **Dover Room**

(Appropriate research designs, methodology and evaluation criteria, will be discussed for measuring the effectiveness of education programs, distribution programs and usage rates)

Alan Williams, Insurance Institute for Highway Safety, MODERATOR

Bill Hall, University of North Carolina

Keith Reisinger, University of Pittsburgh

John Philpot, University of Tennessee

4:15-5:00 p.m.

Regional / State Meetings

Region I **Richmond Room**
Region II

Region III **Arlington Room**
Region IV

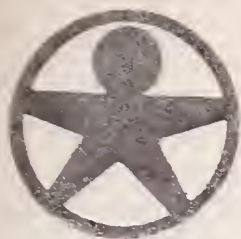
Region V **Alexandria Room**
Region VI
Region VII

Region VIII
Region IX **Dover Room**
Region X

Wednesday, December 12, 1979

NHTSA Public Meeting: Child Transportation Safety

9:00-9:10 a.m.	Welcome and Opening Remarks
9:10 a.m.	Meeting Called to Order THE SPEAKERS WILL MAKE THEIR PRESENTATIONS IN GROUPS ACCORDING TO SUBJECTS MATTER
9:10-10:05 a.m.	GROUP I Child Safety: Hazards and Solutions (An Overview)
10:05-10:45 a.m.	GROUP II Societal Costs of Accidents: Economic, Physical, and Emotional Impacts
10:45-11:30 a.m.	GROUP III Identification of Hazardous Vehicle Design Features
11:30-12:10 a.m.	GROUP IV Improving Child Restraint Use
12:10-1:10 p.m.	LUNCH
1:10-1:55 p.m.	GROUP V Design Innovations and Changes to Improve Child Safety
1:55-2:40 p.m.	Group VI Role of the Private Sector in Improving Child Safety: What is being done; What is not being done; What can be done
2:40-3:20 p.m.	GROUP VII Preventive Safety Measures by the Medical Community GROUP VIII Role of Education in Improving Child Safety
3:55-4:35 p.m.	GROUP IX Improving Child Safety Through Standardization of Vehicle Equipment
4:35-5:15 p.m.	GROUP X Child Pedestrian / Cyclist Safety
5:15-6:00 p.m.	GROUP XI Restraints for the Handicapped and School Bus Safety



Action for Child Transportation Safety

Child Restraint Committee

P. O. Box 266, Bothell, Washington 98011

DIRECTORS

Executive Committee

DEBORAH D. RICHARDS
Chairman

GISELA MORIARTY
President

CAROL FAST
Secretary

GLORIA SCORSE
Treasurer

ANNEMARIE SHELNESS

June 8, 1979

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TRAUDE LASH
VERNE L. ROBERTS
MILTON ROBERTSON
ARNOLD W. SIEGEL
RICHARD L. STALNAKER
DAVID SWOPE
MARY WAWRO
PETER WEAVER
ARTHUR YEAGER D.D.S.

SCHOOL BUS SAFETY COMMITTEE

JANET BAJOREK
CAROL FAST
Co-Chairmen

As you may be aware, more children are killed and injured in auto accidents than in any other way. Most of these are passengers, not cyclists or pedestrians. Action for Child Transportation Safety, a national citizens' organization, has focussed during the past seven years on the protection of infants and pre-schoolers in cars. Now, as an increasing number of children who have acquired the habit of riding buckled up in child restraints or safety belts are reaching the age when they participate in youth group activities, we are turning our attention to organizations such as yours.

In 1977, 1360 youngsters aged five to fifteen years died while riding in motor vehicles, more than were killed by any other cause except cancer, which claimed 1849 lives in that age group. Tragically, many studies and accident investigations have shown that most of these were needless deaths which could have been prevented by the use of safety belts.

This is a sobering thought to all who carry children on trips or seek to teach them healthy living habits. In the experience of many members of Action for Child Transportation Safety, youngsters, given the opportunity, can understand the need for and the use of safety belts. With positive adult and peer support they can ride safely in both their families' cars and on youth group outings.

As you can imagine, the possibilities for tragedy are magnified when a large group of people ride together. Do you know about an accident which occurred to a Portland, Oregon, Boys Club van on January 27, 1979? Due to poor weather conditions, a Columbia Boys Club van carrying twelve basketball team members crashed, killed four of the boys outright and sending all the rest to the hospital, three in critical condition with head injuries. None was wearing safety belts at the time.

I would like to enlist your organization's participation in a drive to improve the safety of youth group transportation and to teach children to use safety belts. Beside protecting them when they are under youth group supervision, this habit may even have an effect on them as they begin to drive themselves, when we all know the risk of injury increases tremendously.

Perhaps your organization has already instituted policies of safety belt use or educational campaigns for your members and leaders. You may be encouraging local groups to purchase improved vehicles or to upgrade older models with better seats, padding, and belts. If so, I would be very interested in learning of them. For many groups this will be a new field. Action for Child Transportation Safety can help you with information and educational materials for any programs you choose to undertake.

An organization safety program would be a valuable activity from which your staff, local leaders, and members could all derive a sense of accomplishment. You would be working toward the goal of reducing child passenger casualties, which has the support of many national organizations including the American Academy of Pediatrics, the National Safety Council and the National Highway Traffic Safety Administration (NHTSA). NHTSA will be holding a national conference on child passenger protection in December 1979 to encourage new initiatives and help improve existing child safety programs. I hope many youth organizations will participate in this International Year of the Child event.

Thank you for your attention to this urgent matter. I look forward to hearing from you in the near future.

Sincerely,

Deborah D. Richards
Chairman



Action for Child Transportation Safety

Child Restraint Committee

P. O. Box 266, Bothell, Washington 98011

DIRECTORS

Executive Committee

DEBORAH D. RICHARDS
Chairman

June 15, 1979

GISELA MORIARTY
President

CAROL FAST
Secretary

GLORIA SCORSE
Treasurer

ANNEMARIE SHELNESS

JULIE CANDLER
SEYMOUR CHARLES M.D.
ROBERT COLES M.D.
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MILTON ROBERTSON
ARNOLD W. SIEGEL
RICHARD L. STALNAKER
DAVID SWOPE
MARY WAWRO
PETER WEAVER
ARTHUR YEAGER D.D.S.

As you may be aware, the motor vehicle is the leading killer of children in the United States. Most of its young victims are passengers, not pedestrians or cyclists. In addition, injuries, many of them permanently disabling, affect an estimated 60,000 children under age five every year. Seat belts or child restraints are used to protect less than 10% of the passengers under age ten, although they are widely available and could significantly reduce casualties.

SCHOOL BUS SAFETY COMMITTEE

JANET BAJOREK
CAROL FAST
Co-Chairmen

To call attention to this deplorable situation, Action for Child Transportation Safety, a national citizens' organization, is working with the National Highway Traffic Safety Administration to set up a National Conference on Child Passenger Protection. It will be held in Washington, D.C., December 3-5, 1979.

One aspect of safety which will be discussed at the conference is the public attitude toward auto restraint use as it pertains to children. Child safety campaigns fight constantly against ingrained habits and unconscious attitudes which seem to reinforce the neglect of safety procedures for young passengers.

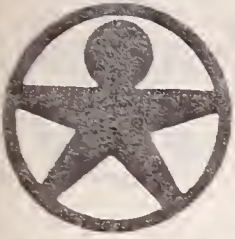
The advertising industry could, in my opinion, help affect the public's perception of the use of restraints for and by children. Although adults are now generally shown riding with safety belts fastened, we have found many instances of advertising in the print and television media portraying children riding in hazardous ways: crowding into the cargo area of a station wagon, hanging head and arms out the side window, kneeling on the seat, and the new mother carrying her baby home from the hospital in her arms.

Child passenger safety, p. 2

Do you believe that advertising can contribute to long-term attitudinal change? Would your organization be interested in helping to assure that advertisers and their advertising staffs and agencies become aware of how child passengers should or should not be portrayed? I would appreciate your ideas on what channels would be most effective in reaching the people who do so much to mold public opinion. I hope that you would be interested in participating in the conference and will send you more information . soon.

Sincerely,

Deborah D. Richards
Chairman
Conference Coordinator



Action for Child Transportation Safety

Child Restraint Committee

P. O. Box 266, Bothell, Washington 98011

DIRECTORS

Executive Committee

DEBORAH D. RICHARDS
Chairman

June 15, 1979

GISELA MORIARTY
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As you may be aware, the motor vehicle is the leading killer of children in the United States. Most of its young victims are passengers, not pedestrians or cyclists. In addition, injuries, many of them permanently disabling, affect an estimated 60,000 children under age five every year. Seat belts or child restraints are used to protect less than 10% of the passengers under age ten, although they are widely available and could significantly reduce casualties.

SCHOOL BUS SAFETY COMMITTEE

MET BAJOREK
CAROL FAST
Co-Chairmen

To call attention to this deplorable situation, Action for Child Transportation Safety, a national citizens' organization, is working with the National Highway Traffic Safety Administration to set up a National Conference on Child Passenger Protection. It will be held in Washington, D.C., December 3-5, 1979.

One promising way to increase children's safety which will be discussed in detail at the meeting is legislation requiring parents or other adults to take safety precautions when carrying children in automobiles. This has many aspects, including:

- * a child's right to protection from a significant hazard,
- * parents' rights to govern their children's lives,
- * parental immunity from liability suits,
- * the drafting of accurate and reasonable bills,
- * the process of convincing legislators to enact legislation,
- * the mechanisms for enforcement, and
- * the effectiveness of this approach.

Child passenger safety, p. 2

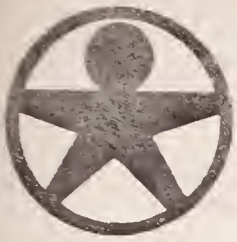
Although safety-belt-use laws in other countries have generally exempted small children, one state in the U.S., Tennessee, has enacted a law requiring parents to protect their young children by placing them in child restraints in their cars. An unfortunate last-minute political compromise included an amendment which permits children to ride on another person's lap, an extremely hazardous position. A number of other states are considering similar laws, without the "lap amendment," this year. The enclosed information will give you additional background on this issue.

Has your organization been involved in this or similar aspects of child protection? If so, I would be very interested in learning about your activities. Any information you could contribute on the aspects of child protection outlined above would be very helpful. If you have not been involved, would you be interested in joining the safety and health groups already pursuing the goal of reducing child passenger deaths and injuries? Your support and expertise would be welcome.

I hope to hear from you soon. You will receive more details on the conference, in which I encourage you to participate, in the near future.

Sincerely,

Deborah D. Richards
Chairman
Conference Coordinator



Action for Child Transportation Safety

Conference Coordinator
P.O. Box 266
Bothell, WA 98011
July 3, 1979

DIRECTORS

Executive Committee
DEBORAH D. RICHARDS
Chairman

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PETER WEAVER
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SCHOOL BUS SAFETY COMMITTEE

JANET BAJOREK
CAROL FAST
Co-Chairmen

As you may be aware, more young American children are killed and injured in motor vehicle accidents than in any other way. Safety belts or child restraints are used by fewer than 10% of child passengers, although they are widely available and could significantly reduce casualties.

During the International Year of the Child, I think it is important to call attention to these children's needless deaths and injuries and to mobilize the tremendous public and private resources of this country to reduce them. To do so, Action for Child Transportation Safety is working with the National Highway Traffic Safety Administration to organize a National Conference on Child Passenger Protection, which will be held on December 3-5, 1979 in Washington, D.C. Many diverse organizations are planning to participate. I hope yours will be among them.

In 1977, 920 child passengers under age five were killed and approximately 60,000 received disabling injuries. Among five to fourteen year olds, the 1360 deaths of auto passengers in 1977, were surpassed only by those of cancer victims. This toll has only recently begun to be widely recognized as having a significant impact on the well-being of children, their families, and society. Deaths and injuries in auto accidents not only affect individual youngsters and their relatives, but also cost the public tremendous amounts for emergency medical care and life-long conditions like epilepsy and paraplegia.

The national conference will examine the state of the art of child passenger protection and new research findings, and will focus on the many ways in which individuals, community organizations, professional groups, private industry, and the media can help lessen the accident toll to children. Some of these are:

- * Motivating families to use appropriate auto restraints through effective education programs.
- * Improving consumer information on the hazards of carrying children unprotected in motor vehicles and the relative merits of safety devices on the market.
- * Enacting legislation at the state level to safeguard child passengers.
- * Instituting restraint use policies for day care center, pre-school, and youth group transportation.
- * Influencing the public perception of child restraint use through the advertising, information, and entertainment media.
- * Upgrading special safety devices used in the transportation of handicapped children.

In preparation for the conference, I would be most interested in receiving information on any relevant activities or research in which your organization may be engaged. Also, if you would like more detailed information on conference registration or child passenger safety, please contact me.

Sincerely,

Deborah D. Richards
Chairman
Conference Coordinator

APPENDIX B-1: MAILING LISTS

MAILING LISTS OBTAINED FROM THE FOLLOWING ORGANIZATIONS

National Assn. of State Directors of Child Development

State Hospital Auxiliary Leaders

American Academy of Pediatrics, Accident Prevention Committee (National)

" " " " State Chairmen, Accident Prevention Comm.

National Safety Council Affiliates

National Organizations Advisory Council for International Year of the Child

Governors' Highway Safety Representatives and Coordinators

DHEW Regional International Year of the Child Representatives

National Safety Town Center, State and District Directors

International Childbirth Education Assn., Board of Directors

American Society for Psychoprophylaxis in Obstetrics, Board of Directors

AUTO CLUBS

AAA
8111 Gatehouse Rd.
Falls Church, VA 22042

ALA Auto and Travel Club
888 Worcester St.
Wellesley, MA 02181

Allstate Motor Club
Allstate Plaza
Northbrook, IL 60062

Amoco Motor Club
200 E. Randolph Dr.
Chicago, IL 60601

Arco Travel Club
Box 30307-TA
Los Angeles, CA 90030

Chevron Travel Club,
Box P
Concord, CA 94524

Exxon Travel Club
4550 Dacoma St.
Houston, TX 77092

Gulf Auto Club
Box 4189
South Bend, IN 46634

Montgomery Ward Auto Club
Box 60100
Chicago, IL 60660

National Automobile Assn.
1730 NE Expressway
Atlanta, GA 30329

National Automobile Club
One Market Plaza
San Francisco, CA 94105

National Travel Club
Travel Bldg.
Floral Park, NY 11001

Shell Motors Club
8500 N. Michigan Rd.
Indianapolis, IN 46268

Sun Travel Club
6001 N. Clark St.
Chicago, IL 60660

United States Auto Club Motoring Div.
1720 Ruskin St.
South Bend, IN 46624

Internat'l Assn. for Accident
& Traffic Medicine
PO Box 10043
S-100 55
Stockholm 10, Sweden

Am. Medical Writers Assn.
5272 River Rd., Suite 290
Bethesda, MD 20016

Mr. John A. McMahon, Pres.
Amer. Hospital Assn.
840 N. Lake Shore Dr.
Chicago, IL 60611

Nat'l Assn. of Children's Hosp.
& Related Institutions
1601 Concord Pike, Suite 90
Wilmington, DE 19803

Fed. of Amer. Hospitals
P. O. Box 2451
Little Rock, AR 72203

Catholic Hospital Assn.
1438 S. Grand Blvd.
St. Louis, MO 63104

Am. College of Osteopathic
Hospital Administrators
c/o Am. Osteopathic Hosp. Assn.
930 Busse Hwy.
Park Ridge, IL 60018

Div. of Physically Handicapped,
Homebound & Hospitalized
School of Special Ed & Rehab.
Univ. of Northern Colorado
Greeley, CO 80639

Am. Med. Assn. Auxiliary
535 N. Dearborn St.
Chicago, IL 60610

Ambulatory Pediatric Assoc.
c/o Fred Burg, MD
Nat'l. Bd. of Med. Examiners
3930 Chestnut St.
Phil. Delphia PA 19104

Nat'l. Assn. of County Health
1735 New York Ave., NW
Washington, DC 20006

Mr. Robt. Merritt, Ex. Dir.
Nat'l Assn. of Health Services
551 5th Ave. Executive
New York, NY 10017

Nat'l Assn. of Community
Health Centers
1625 I St. NW, Suite 403
Washington, DC 20006

Mr. Roger Tusker, Ex. Dir.
Am. Academy of Family Phy.
1740 W. 92nd St.
Kansas City, MO 64114

Soc. of Teachers of Family
Medicine
1740 W. 92nd St.
Kansas City, MO 64144

Amer. College of Emergency
Physicians
3900 Capitol City Blvd.
Lansing, MI 48909

Am. Group Practice Assn.
20 S. Quaker Lane
Alexandria, VA 22314

Assn. of St. Maternal & Child
H. and Crippled Child. Dir.
Div. of Maternal & Child Health
301 Centennial Mall
SPO Box 95007
Lincoln, NB 68509

Assn. for the Care of Child
Box H in Hospitals
Union, WV 24983

Am. Assoc. for Automotive Med.
c/o Health & Safety Assn.
P O Box 222
Morton Grove, IL 60053

Assn. of Physician Assistant
Programs
2341 Jeff. Davis Hwy., Suite 700
Arlington, VA 22202

Amer. Medical Women's Assn.
1740 Broadway
New York, NY 10019

Am. Assn. of Physicians'
Assistants
488 Madison Ave.
New York, NY 10022

Nat'l New Professional Health
184 Fifth Ave Workers
New York, NY 10010

Am. Academy of Physicians'
Assistants
2341 Jefferson Davis Hwy.,
Suite 700
Arlington, VA 22202

Assn. of the Advancement of
Health Education
1201 16th St. NW
Washington, DC 20036

National Perinatal Assn.
200 E. Chestnut St.
Louisville, KY 40222

Amer. Public Health Assn.
1015 18th St. NW 1015 15th St. NW
Washington, DC 20036
Wash. DC 20005

Nurses Assn. of the Am. College
of OB & Gynecologists
1 E. Wacker Dr., Suite 2700
Chicago, IL 60601

Am. Assn. of Public Health
Physicians
1703 Ridgmont
Austin, TX 78723

Frontier Nursing Service
Hyden, KY 41749

Assn. of Teachers of Prev. Med.
Dept. of Prev. Med & Com. H. Care
U. of CO Med. Cntr., No. C-245
4200 E. Ninth Ave.
Denver, CO 80220

Am. Nurses' Assn.
2420 Pershing Rd.
Kansas City, MO 64108

Am. College of Prev. Medicine
801 Old Lancaster Rd.
Bryn Mawr, PA 19010

Am. College of Nurse-Midwives
1000 Vermont Ave. NW, Suite 1210
Washington, D.C. 20005
1012-14th St. NW, Suite 801

Am. Academy of Med. Preventics
11311 Camarillo St., Suite 207
North Hollywood, CA 91602

Amer. Med. Assn.
535 N. Dearborn St.
Chicago, IL 60611

Am. Academy of Pediatrics
1801 Hinman Ave.
Evanston, IL 60204

Nat'l. Med. Assn.
1720 Mass. Ave NW
Washington, DC 20006

Society for Pediatric Research
Dept. of Pediatrics
Stanford Univ. School of Medicine
Stanford, CA 94305
John Johnson, MD, Sec-Treas.

National Health Council
1740 Broadway
New York, NY 10019
Edward Van Ness, Exec. V.P.

Society for Public Health Educ.
593 Sutler St.
San Francisco, CA 94102
James Lovegren, Exec. Dir.

Dr. Terry Slaughter, Pres.
American Assn. of Oral and
Maxillofacial Surgery
211 E. Chicago Ave.
Chicago, IL 60611

Mr. Jack McAllister, Ex. Dir.
Epilepsy Foundation of America
1828 L St. NW, Suite 406
Washington, DC 20036

United Cerebral Palsy Assn.
66 E. 34th St.
New York, NY 10016

American Pediatric Society
500 S. Kingshighway
St. Louis, MO 63110
David Goldring, MD, Sec-Treas.

New Jersey Health Research &
Educational Trust
Infant Safety Car Seat Program
760 Alexander Rd.
Princeton, NJ 08540
Judy Boyd

Ms. Ruth Davidow, Dir.
Health Media Education
1207 De Haro St.
San Francisco, CA 94107

Dr. Charles Kiesler, Ex. Office
American Psychological Assn.
1200 17th St. NW
Washington, DC 20036

American College of Obstetricians
and Gynecologists
One E. Wacker Dr.
Chicago, IL 60601

Dr. Virginia Moore, Assoc. Dir.
Child Health Associates Program
Dept. of Pediatrics
U. of Colorado Medical Center
4200 E. 9th Ave.
Denver, CO 80220

Mark Kleinman, Ex. Dir.
Consumer Coalition for Health
1511 K St. NW
Washington, DC 20005

Assn. of Medical School Pediatric
Dept. Chairmen
c/o Thomas K. Oliver, Jr.
Dept. of Peds, U. of Pittsburgh
School of Medicine
Pittsburgh, PA 15213

National Foundation - March of
Dimes
Box 1275
White Plains, NY 10605

Natl. Assn. of Community
Health Centers
1625 I St. NW, Suite 403
Washington, DC 20006
L. Jerome Ashford, Exec. Dir.

AMERICAN SOCIETY OF ORAL
SURGEONS
211 E. CHICAGO AVE.
CHICAGO, IL 60611
Bernard J. Degen II, Ex. Dir.
AMERICAN NATIONAL RED CROSS
17th & D STREETS NW
WASHINGTON, DC 20006
George M. Elsey, Pres.

Am. Society of Childbirth Ed.
1113 Lynnwood Dr.
P. O. Box 16159
Tampa, FL 33687

Nat'l. Organ. of Mothers of
Twins Clubs
5402 Amberwood Lane
Rockville, MD 20853

Am. Society for Psychoprophylaxis
in Obstetrics
1411 K St. NW, Suite 200
Washington, DC 20005

La Leche League Internat'l
9616 Minneapolis
Franklin Park, IL 60131

C/SEC
15 Maynood Rd.
Decham, MA 02026

Maternity Center Assn.
48 E. 92nd St.
New York, NY 10028

Childbirth Without Pain Ed.Assn.
20134 Snowden
Detroit, MI 48235

Internat'l. Childbirth Ed. As
One San Gabriel Dr.
Rochester, NY 14610

Assn. for Childbirth At Home,
International
P. O. Box 1219
Cerritos, CA 90701

Ms. Barbara Bode, Pres.
The Children's Foundation
1028 Conn. Ave. NW, Suite 1112
Washington, DC 20036

Am. Assn for Maternal & Child
Health
P. O. Box 965
Los Altos, CA 94022

X
Children's Rights Inc.
3443 17th St. NW
Washington, DC 20010

Nat'l Assn of Parents &
Professionals for Safe
Alternatives in Childbirth
P. O. Box 1307
Chapel Hill, NC 27514

Child Welfare League of Am.
67 Irving Place
New York, NY 10003

Nat'l Alliance Concerned with
School Age Parents
~~7315 Wisc. Ave., NW, Suite 211 W~~
~~Washington, DC 20014~~

Day Care and Child Development
Council of America
1012 14th St. NW, Rm. 1105
Washington, DC 20005

Parent Cooperative Preschools
International
20551 Lakeshore Dr.
Bai D'urfe, PQ, Canada H9X 1R3

Nat'l. Assn. for Child
Development & Education
500 12th St., S.W., Suite 810
Washington, DC 20024

National Education Association
1201 - 16th St. NW
Washington, DC 20036
Terry Herndon, Exec. Dir.

NATL. INFORMATION CENTER
FOR THE HANDICAPPED
1201 16th ST. NW
WASHINGTON, DC 20036
Dorothy Dean, Exec. Dir.

EASTER SEAL RESEARCH FOUNDATION
OF THE NATL. EASTER
SEAL SOC. FOR CR. CHILDREN
2023 W. OGDEN AVE.
CHICAGO, IL 60612

Dr. Wm. Gellman, Dir.
MOTHERS OF CHILDREN WITH
DOWN'S SYNDROME
c/o N. VIRGINIA ASSN. FOR
RETARDED CITIZENS
105 E. ANNARDALE RD. Su 203
FALLS CHURCH, VA 22046

ASSN. FOR CHILDREN WITH
RETARDED MENTAL DEVELOP.
902 BROADWAY
NEW YORK, NY 10010
Ida Rappaport, Exec. Dir.

NATL. ASSN. OF COORDINATORS
OF STATE PROGRAMS
FOR THE MENTALLY RETARDED
20001 JEFFERSON DAVIS HWY.
ARLINGTON, VA 22202
Robt. M. Gettings, Ex. Dir.
RETARDED INFANTS SERVICES
386 PARK AVE. S.
NEW YORK, NY 10016
Gerald W. O'Regan, Ex. Dir.

Dr. Gerald Solomons, Acting Hd.
Institute of Child Behavior
and Development
University of Iowa
Iowa City, IA 52242

Dr. Paul Pearson, Dir.
Meyer Children's Rehab. Inst.
University of Nebraska
Medical Center
444 South 44th St.

Drs. Judith LeBlanc and
Edward Meyen, Co-dir.
Kansas Center for Research in
Early Childhood Education
of the Handicapped
University of Kansas
Lawrence, KS 66045

Prof. Thomas Allen, Jr., Dir.
Social Behavioral Research Ins
University of South Dakota
Vermillion, SD 57069

Dr. Robert P. Boger, Dir.
Institute for Family & Child
Studies
Michigan State University
East Lansing, MI 48823

Dr. George Thomas, Pres.
Regional Inst. of Social Welfare
Research
P.O. Box 152, 468 N. Milledge Ave
Athens, GA 30601

Dr. Pearl Rosser, Dir.
Child Development Center
Howard University
Freedman's Square Bldg.
Sixth & Bryant St. NW
Washington, DC 20059

Milton Searle, Exec. Dir.
American Humane Assn.
5351 S. Roslyn
Englewood, CO 80110

Marion Wright Edelman, Dir.
Children's Defense Fund
520 New Hampshire Ave. NW
Washington, DC 20036

Foundation for Child Development
345 E. 46th St.
New York, NY 10017

Dr. Thomas Larson, Dir.
Pennsylvania Transportation
Institute
Penn. State University
University Park, PA 16802

Dr. James L. Malfetti, Dir.
Safety Research & Educ. Project
Columbia University
525 W. 120th St.
New York, NY 10027

James M. Slavin, Dir.
Traffic Institute
Northwestern University
405 Church St.
Evanston, IL 60204

James K. Williams
Transportation Safety Coord.
Transportation Research Board
National Academy of Sciences
2101 Constitution Ave.
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Editor, Safety Forum
American School & Com. Safety
1201 - 16th St. NW
Washington, DC 20036

Mr. Walt Carroll
HOSPITAL/HEALTH CARE TRAINING
MEDIA PROFILES
Olympic Media Infor.

Editor, Traffic Safety
National Safety Council
444 N. Michigan
Chicago, IL 60611

Mr. Walt Carroll
HOSPITAL/HEALTH CARE TRAINING
MEDIA PROFILES
Olympic Media Information
71 West 23 St.
New York, NY 10010

Warren Shoulberg, Editor
Small World
393 Seventh Ave.
New York, NY 10001

AMERICAN FAMILY PHYSICIAN
1740 W. 82nd St.
Kansas City, MO 64114

Robert Mendenhall, Ed.
Journal of Am. Insurance
20 N. Wacker Dr.
Chicago, IL 60606

Mr. I. E. Levine
HEALTH CARE WEEK
1515 Broadway
New York, NY 10036

David Martin, Editor
American School Board Journal
1055 Thomas Jefferson St. NW
Suite 600
Washington, DC 20007

Mr. Peter Frishauf
HOSPITAL PHYSICIAN MAGAZINE
405 Lexington Ave.
New York, NY 10017

Editor, Birth & Family Journal
110 El Camino Real
Berkeley, CA 94705

Mr. L. B. Sauvageot
FACETS
Amer. Med. Assn. Auxiliary Inc
535 N. Dearborn St.
Chicago, IL 60610

Editor Peter Frishauf
Hospital Physician Magazine
405 Lexington Ave.
New York, NY 10017

Mr. S.W. Deeble
THE LIFE LINE
Calif. Paramedic Anns.
9999 E. Imperial Hwy.
Downrey, CA 90241

Ed: Todd Darikmyer.
The New Physician
14650 Lee Rd.
Chantilly, VA 22021

Mr. Todd Dankmyer
THE NEW PHYSICIAN
14650 Lee Road
Chantilly, VA 22021

Ed: Eve Hammerschmidt
Journal of Practical Nursing
122 E. 42nd St.
New York, NY 10017

Mr. Bob Bickford
DOCTOR'S NURSE BULLETIN
9600 Colesville Rd.
Silver Springs, MD 20901

Thelma Schorr, RN, Editor
American Journal of Nursing
10 Columbus Circle
New York, NY 10019

Mr. Don L. Berg
RN
680 Kinderkanack Rd.
Oradell, NJ 07649

Ms. Merry Miller
MEDICAL CENTER NEWS
5440 Cass Ave., Suite 811
Detroit, MI 48202

Ms. Eve Hammerschmidt
JOURNAL OF PRACTICAL NURSING
122 E. 42nd St.
New York, NY 10017

Alice R. Clarke, Ed.
Nursing Forum
PO Box 218
Hillsdale, NJ 07642

Mr. Kenneth Edelson
CHILDREN'S HOUSE
P. O. Box 111
Caldwell, NJ 07006

Daniel L. Cheney, Ed.
Nursing 77
132 Welsh Rd.
Horsham, PA 19044

Ms. Gloria Spitz
FORECAST FOR HEALTH ECONOMICS
50 West 44th St.
New York, NY 10036

Edith P. Lewis, RN, Ed.
Nursing Outlook
10 Columbus Circle
New York, NY 10019

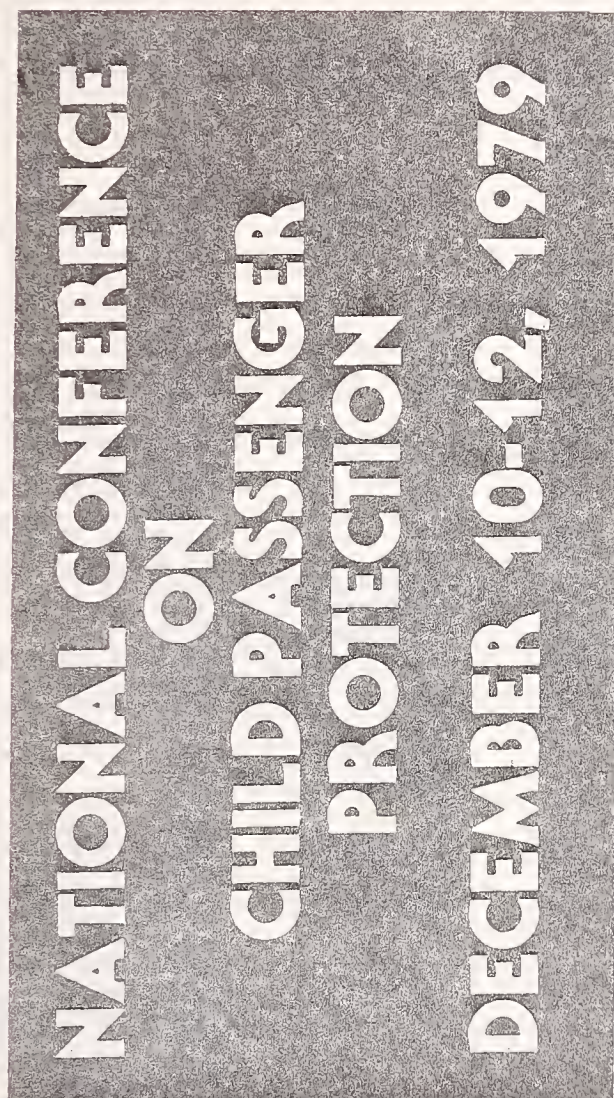
AM. JOURNAL OF NURSING
Thema Schorr, RN, Editor
10 Columbus Circle
New York, NY 10019

Ms. Edith P. Lewis, RN
NURSING OUTLOOK
Am. Journal of Nursing Co.
10 Columbus Circle
New York, NY 10019

Mr. Daniel L. Cheney, Ed.
NURSING 77
132 Welsh Road
Horsham, PA 19044

Ms. Alice R. Clarke, Ed.
Nursing Publications Inc.
NURSING FORUM
P. O. Box 218
Hillsdale, NJ 07642

Preliminary announcement



Conducted by:
U.S. Department of Transportation
National Highway Traffic Safety Administration

SHERATON PARK HOTEL
WASHINGTON, D.C.

APPENDIX B-2

NATIONAL CONFERENCE ON CHILD PASSENGER PROTECTION

December 10-12, 1979
Sheraton-Park Hotel Washington, D.C.

Sunday, December 9, 1979

7:00-9:00 p.m. Registration
7:00-9:00 p.m. Reception and Exhibits

Monday, December 10, 1979

8:00-9:00 a.m. Registration
9:00-9:10 a.m. Welcome
Charles F. Livingston
Associate Administrator for Traffic Safety Programs
National Highway Traffic Safety Administration
9:10-9:30 a.m. Opening Remarks
Joan Claybrook, Administrator
National Highway Traffic Safety Administration
9:30-10:00 a.m. Individual and Societal Costs of Accidents Involving Children
Congressman Robert Eckhardt
Chairman, Subcommittee on Oversight and Investigations
Committee on Interstate and Foreign Commerce
10:00-10:30 a.m. The Public's Responsibility in Protecting Children
Dr. William J. Haddon, Jr., M.D., President
Insurance Institute for Highway Safety
10:30-10:45 a.m. Break
10:45-11:15 a.m. Deaths and Injuries to Children as Motor Vehicle
Occupants
Susan P. Baker, MPH Johns Hopkins University School of
Public Health
11:15-Noon Factors Influencing the Use of Restraints
B.J. Campbell, University of North Carolina, Moderator
Christy Hughes, National Safety Council
Edward Christopherson, University of Kansas
Debbie Richards, Action for Child Transportation Safety
12:00-1:30 p.m. Luncheon
The Future of Passenger Protection
Joan Claybrook, Administrator
National Highway Traffic Safety Administration
1:30-2:15 p.m. Questions for the Industry
(The child restraint manufacturers will
answer questions submitted by the audience.)
2:15-2:30 p.m. The Tennessee Child Passenger Protection Law
Two Years Later
Larry M. "Mike" Ellis
Governor's Highway Safety Representative
State of Tennessee
2:30-2:45 p.m. Break
2:45-3:15 p.m. An Insurance Company's Perspective and
Unique Approach
Robert Vanderbeek, President
League General Insurance Company
3:15-3:45 p.m. Accident Prevention as a Public Health Measure
J. Michael McGinnis, M.D.
Deputy Assistant Secretary for Health
(Disease Prevention and Health Promotion.)
5:00-7:00 p.m. Reception on Capitol Hill

Workshop III

(A review of unique health education techniques that could
be tailored for use in the promotion of child restraint
programs will be presented)

Communications: Promoting Child Passenger Safety
Through the Media

(Alternatives for improving the portrayal and reporting of
safety to the public through television, radio, news media,
brochures, etc. will be explored)

Workshop IV

Research and Evaluation: Innovative Child Restraint
Systems for the Future

(New designs, foreign product compatibility with U.S.
requirements, and restraint systems for the handicapped
will be covered)

11:15-12:15 p.m. Workshop I

Public Policy: What Avenues in the Health and
Human Resources Area Exist to Promote Child Restraint
Use?

(Health care systems, education curricula and other
methods of reaching parents and children will be
addressed)

Workshop II

Education Programs: Educating Parents and Children-
Techniques to Stimulate and Promote Proper Use

(An attempt will be made to identify methods of reaching
parents and promoting proper use by both parent and
child will be discussed along with identifying techniques to
persuade children to stay in the seats)

Workshop III

Communications: Selling Passenger Safety to America
(The application of advertising and marketing techniques
to stimulate public awareness and support for child
passenger safety will be discussed)

Workshop IV

Research and Evaluation: The Compatibility of Child
Restraint Systems with Different Adult Restraint Systems
and with Different Types of Vehicles

(Interfacing child restraint systems with automatic restraints
and small cars, vans, and pick-ups, etc. will be the
focus of this session)

12:15-1:45 p.m. 2:00-3:00 p.m. Workshop I

Luncheon
Public Policy: Issues to Consider in Determining
Public Policy

(Considerations in the area of regulation or legislation of
child restraint use will be addressed, such as enforcement,
fines and negligence, public transportation of children,
providing protection for children of indigent families, etc.)

Workshop II

Education Programs: Getting the Child Safety Seat to
the Consumer

(Working on a local level with automobile dealers, and
retailers to promote the sales and proper use of child
restraints will be addressed)

Workshop III

Communications: The Decision to Buckle Up
(A review of the characteristics of parents who do [and do
not] protect their children, with emphasis on the
application of this knowledge to the design of effective
public information programs)

Workshop IV

Research and Evaluation: Restraint Use and Seating Position
as Factors Influencing Injuries to Children

(The potential to reduce injuries to children will be
addressed as a function of seating position and different
restraint systems)

3:00-3:15 p.m. 3:15-4:15 p.m. Workshop I

Break
Public Policy: Coordinating a Comprehensive Statewide
Child Passenger Safety Program

(The administrative aspects of coordinating child passenger
safety programs around the State, run by service clubs,
hospitals, etc. will be discussed)

Workshop II

Education Programs: Distribution Programs—The Economics
of Size

(Problems related to the expansion of small distribution
programs will be addressed in terms of choosing the
correct seat, keeping track of the seats, etc.)

Workshop III

Communications: Using Public Information to
Counteract Myths

(The myths related to restraint use will be addressed
with an emphasis on how public information materials
can counter this misinformation)

Workshop IV

Research and Evaluation: How to Determine if Your
Program is Effective

(Appropriate research designs, methodology and
evaluation criteria, will be discussed for measuring the
effectiveness of education programs distribution programs
and of usage rates)

Tuesday, December 11, 1979

9:00-10:00 a.m. Public Policy: Child Passenger Protection—Your
Workshop I Legal Responsibilities
(Civil and criminal liability issues will be discussed as they
pertain to parents protecting their children and institutions,
such as hospitals, providing or not providing information
on child restraint use to parents)
Workshop II Education Programs: Child Restraint Education
Programs—How Effective are They?
(A discussion of program content and effectiveness of
private physician, clinic, and hospital education programs)
Workshop III Communications: What Television Teaches Children About
Car Crashes and Passenger Safety
(The present portrayal of passenger safety in network
programming will be discussed as it influences attitudes
and behaviors)
Workshop IV Research and Evaluation: Federal Standard 213 Governing
Child Seating Systems
(The impact of the new NHTSA standard will be discussed
in terms of its impact on the consumer, manufacturers,
researchers, and regulators)
10:00-10:15 a.m. Break
10:15-11:15 a.m. Public Policy: Product Liability—Considerations
Workshop I for Distribution Programs
(The legal protection of distribution programs will be
addressed and problems such as insurance coverage,
protection by disclaimers and potential law suits will be
anticipated)
Workshop II Education Programs: Applying Health Education
Techniques to Child Passenger Protection

Wednesday, December 12, 1979

9:00 a.m.-
6:00 p.m. NHTSA Public Meeting: Child Transportation
Safety

NATIONAL CONFERENCE ON CHILD PASSENGER PROTECTION

PRE - REGISTRATION December 10 - 12, 1979
 Sheraton-Park Hotel
 Washginton, D.C.

NAME _____

ORGANIZATION _____

STREET ADDRESS _____

CITY/STATE _____

ZIP CODE _____

☐ Enclosed is my \$40 registration fee (check made payable to the National Highway Traffic Safety Administration)

☐ I will pay my registration fee at the Conference

SHERATON PARK HOTEL AND MOTOR INN, WASHINGTON, D.C.

U.S. DEPARTMENT OF TRANSPORTATION
 NATIONAL CONFERENCE ON CHILD PASSENGER PROTECTION

DECEMBER 10 - 12, 1979

SINGLES: \$40.00 DOUBLES: \$52.00

(Plus 8% DC Sales Tax & 80¢ Per Room Per Night Occupancy Tax.)

If rate category requested is unavailable, room in next open category will be assigned. To enable us to confirm your request, RESERVATIONS MUST BE RECEIVED not later than THREE WEEKS prior to opening date of the convention. Your room will be held until 6:00 p.m. unless guaranteed. Guaranteed reservations must be cancelled by 4:00 p.m. on date of arrival or you will be charged for that night.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

Name(s) of other occupants _____

DATE ARRIVING _____ 19____ ARRIVAL HOUR _____

DATE DEPARTING _____ 19____

CHECK OUT TIME 1 P.M.



EXHIBITORSNATIONAL CONFERENCE ON CHILD PASSENGER PROTECTION ATTENDEES

Jack Canson
Canson Associates, Inc.
4711 East Riverside Drive
Austin, Texas 78741
(512) 385-4621

Roger Faulb
Century Products, Inc.
1366 Commerce Drive
Stow, Ohio 44224
(216) 686-3000

Jack M. Grimes
Media Intensive Learning Corporation
1623 South Lamar Boulevard
Austin, Texas 78704
(512) 444-6734

William L. Goldberg
International Manufacturing Company
Roxbury, Massachusetts 02119 (Boston)

Richard Hyde
"Strolee" of California
19067 So. Reyes Avenue
Compton, California 90221
(213) 639-9300

Grey Jones, Jr.
Film Loops, Inc.
P. O. Box 2233
Princeton, New Jersey 08540
(609) 921-2020

Ken Kaiser
Cosco/Peterson
2525 State Street
Columbus, Indiana 47201
(812) 372-2154/0141

Lauren Ogle
Highway Safety Research Center
The University of North Carolina
CTP - 197A
Chapel Hill, North Carolina 27514
(919) 933-2202

Clifton E. Kelley
Ford Motor Company
300 Renaissance Center
P. O. Box 43317
Detroit, Michigan 48243
(313) 323-0119

Quentin H. McDonald
The Bobby-Mac Company
95 Morris Lane
Scarsdale, New York 01583
(914) 723-3442

D. F. Mitchell
Questor Juvenile Furniture
Company, East
1801 Commerce Drive
Piqua, Ohio 45356
(513) 773-3971

R. E. Walker
AC-DELCO Division General
Motors Corporation
Detroit, Michigan
(313) 567-5190

Richard Tearle
Volvo of America
Rockleigh, New Jersey 07647
(201) 768-7300/7249

Dorothy Chlad
National Safety Town Center
P. O. Box 39312
Cleveland, Ohio 44139
(216) 248-0826

Vivian Giles
VA. Association of Women Highway
Safety Leaders, Inc.
P. O. Box 31
Danville, Virginia 24541
(804) 792-0605

Deborah Richards
Action for Child Transportation
Safety, Inc.
P. O. Box 266
Bothell, Washington 98011
(206) 522-4766

Dianne Sontag
Tennessee Child Passenger
Safety Program
University of Tennessee
Knoxville, Tennessee 37916
(615) 974-5255

John Shaffer
Minnesota Safety Council, Inc.
145 Hamm Building
St. Paul, Minnesota 55102
(612) 291-9150

Heinrich Von Wimmersperg
Development Engineer Consultant
15721 Rosemont Road
Detroit, Michigan 48223
(313) 837-2392

Christy Hughes
National Safety Council -
Childsafe Program
444 No. Michigan Avenue
Chicago, Illinois 60611

APPENDIX B-4

COMMERCIAL ORGANIZATIONS INVITED TO EXHIBIT

Bobby Mac Co.
PO Box 209
Scarsdale, NY 10583

Century Products
Roger Faulb, Nat. Sales Mgr.
1366 Commerce Dr.
Stow, OH 44224

Chrysler Corp.
Chris Kennedy, Manager
Auto Safety Relations
PO Box 1919
Detroit, MI 48231

Cosco Home Products
Jim Foss, Marketing Services
2525 State St.
Columbus, IN 47201

Film Loops - Gray Jones
PO Box 2233
Princeton, NJ 08540

Ford Parts Division, Clifton Kelley
3000 Schaefer Rd.
PO Box 1902
Dearborn, MI 48121

International Manufacturing Co.
2500 Washington St.
Roxbury, MA 02119
Sumner Swig

Questor Juvenile Products Co;
Jerry Koziatek, Dir. Technical Services
771 N. Freedom St.
Ravenna, OH 44266

Strolee of California
Richard Hyde, V.P. Operations
19067 S. Reyes Ave.
Compton, CA 90221

Takata Kojyo Co, Ltd.
c/o Masaoka-Ishikawa and Assoc.
T. Albert Yamada
900 17th St. NW, Suite 520
Washington, DC 20006

Unilando Inc.
dba Bunny Bear
Nursery Lane
Everett, MA 02149
Bill Costanza

Donlee Plastics
2450 Wilson Ave.
Weston, ONT. Canada M9M 2E9



Action for Child Transportation Safety

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DEBORAH D. RICHARDS
Chairman

GISELA MORIARTY
President

CAROL FAST
Secretary

GLORIA SCORSE
Treasurer

ANNEMARIE SHELNESS

TO: MANUFACTURERS OF CRASHWORTHY
CHILDREN'S CAR RESTRAINTS

FROM: DEBORAH RICHARDS
CONFERENCE OFFICE/ACTS
P.O. Box 266
Bothell, WA 98011

DATE: September 7, 1979

Child Passenger Protection will be the subject of an upcoming conference sponsored by the National Highway Traffic Safety Administration. Action for Child Transportation Safety is working with the Federal Agency to organize the meeting, which will be held December 10-12 at the Sheraton Park Hotel in Washington, D.C. Please note the change of dates from those previously announced.

Leaders of public and private child health and safety programs, researchers, government officials and manufacturers are being invited to attend. To help all become familiar with currently available child restraints and educational publications, an exhibit section is planned. I would like to invite you to be an exhibitor. The hotel has ample display space, and the conference program will provide time for exhibit viewing and screening of audio-visual materials.

Your participation will help make this conference truly comprehensive. As well as displaying your products or publications, you will have the opportunity of contributing your own point of view to the discussions, which will cover all types of child passenger safety activities - educational, regulatory, and legislative.

The fee for commercial displays will be approximately \$150.00. Please indicate to me your intention to exhibit by October 1, 1979 so that details on display arrangements can be sent to you.

APPENDIX B-4

EDUCATIONAL ORGANIZATIONS INVITED TO EXHIBIT

Action for Child Transportation Safety
PO Box 266
Bothell, WA 98011

Physicians for Automotive Safety
PO Box 208
Rye, NY 10580

Jaycettes
Roni Tortorici, Nat'l Safety Chmn.
1527 N. Pontiac Dr.
Janesville, WI 53545

National Safety Council
444 N. Michigan Ave.
Chicago, IL 60611
Attn: Diane Imhulse

Nat'l Assn. of Women Highway Safety Leaders
Agnes Beaton, Exec. Dir.
7206 Robinwood Dr.
Upper Marlboro, MD 20870

Michigan Occupant Protection Program
Office Of Highway Safety Planning
7150 Harris
Lansing, MI 48913

Highway Safety Research Center
CTP 197A
University of North Carolina
Chapel Hill, NC 27514

Child Passenger Safety Program
Transportation Center
University of Tennessee
Knoxville, TN 37916

New Jersey Hospital Assn.
Charlene Hess, RN
760 Alexander Rd., CN 1

Idaho Dept. of Health & Welfare
Dr. Zsolt H. Koppanyi, Chief
Bureau of Child Health
Boise, ID 83720

Multnomah County Health Dept.
Susan Mann
2505 S.E. 11th
Portland, OR 97202

Safety Town
Dorothy Chlad
PO Box 39312
Cleveland, OH 44139

Heinrich Von Wimmersperg
15721 Rosemont Rd.
Detroit, MI 48223



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Treasurer

ANNEMARIE SHELNESS

JULIE CANDLER
SEYMOUR CHARLES M.D.
ROBERT COLES M.D.
RICHARD FEINBLOOM M.D.
TRUDE LASH
VERNE L. ROBERTS
MILTON ROBERTSON
ARNOLD W. SIEGEL
RICHARD L. STALNAKER
DAVID SWOPE
MARY WAWRO
PETER WEAVER
ARTHUR YEAGER D.D.S.

SCHOOL BUS SAFETY COMMITTEE

JANET BAJOREK
CAROL FAST
Co-Chairmen

TO: ORGANIZATIONS ENGAGED IN CHILD
PASSENGER SAFETY PROGRAMS

FROM: DEBORAH RICHARDS
CONFERENCE OFFICE/ACTS
P.O. Box 266
Bothell, WA 98011

DATE: September 7, 1979

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Leaders of public and private child health and safety programs, researchers, government officials and manufacturers are being invited to attend. To help all become familiar with currently available child restraints and educational publications, an exhibit section is planned. I would like to invite you to be an exhibitor. The hotel has ample display space, and the conference program will provide time for exhibit viewing and screening of audio-visual materials.

Your participation will help make this conference truly comprehensive. As well as displaying your products or publications, you will have the opportunity of contributing your own point of view to the discussion, which will cover all types of child passenger safety activities - educational, regulatory, and legislative.

There will be no fee for non-profit or governmental organizations' displays. Please indicate to me your intention to exhibit, and the types of materials you will show, by Nov. 9, 1979. Details on display arrangements will be sent later.

APPENDIX C-1

INDIVIDUALS ASKED TO SUBMIT COMMENTS ON CONFERENCE

All members of the Advisory Committee

Andrea C. Jacobsen
Pennsylvania Interagency Task Force
on Child Highway Safety
1924 N. Second St.
Harrisburg, PA 17102

Mary Gutierrez
Albuquerque Childbirth Ed. Assn.
12204 Emperor NE
Albuquerque, NM 87123

Kohn Kiernan
NY State Senate Committee on
Transportation
811 Legislative Office Bldg.
Albany, NY 12247

Tom Parker
Arkansas Highway Safety Program
705 South Pulaski
Little Rock, Ark. 72201

Pat Spalding
Medical Arts
5043 Onaknoll Ave.
Los Angeles, CA 90043

Bonnie Shearer, PA-C
U. of Nebraska Medical Center
42nd & Dewey Ave.
Omaha, NE 68105

Carol Fast
ACTS School Bus Safety Chm.
11 Orlando Ave.
Ardsley, NY 10502

Shiela DeFrancesco
Mira Mesa Women's Club
11107 Crater Dr.
San Diego, CA 92126

Ellen Ryan
NY State Governor's Traffic Safety
Committee
Empire State Plaza, Core 2, Fl. 5
Albany, NY 12228

Jerry Koziatek
Dir. Technical Services
Questor Juvenile Products Co.
Ravenna, OH 44266

Sally Barnett, Coordinator
Mass. ACTS
34 Westminster
Newton Centre, MA 02159

Robert Saunders, MD
Rutherford Cty. Health Dept.
PO Box 576
Murfreesboro, TN 37130



Action for Child Transportation Safety

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GISELA MORIARTY
President

CAROL FAST
Secretary

GLORIA SCORSE
Treasurer

ANNEMARIE SHELNESS

2559 NE 83 Street
Seattle, WA 98115
January 10, 1980

Now that we've all caught our breaths after the conference and holidays, I want to make sure that you realize how much I appreciated your help on the conference planning committee. Thank you. I hope that the final product came close to your expectations.

Elaine and I would appreciate getting some frank and constructive feedback from you, so please take a few minutes to comment on the enclosed questionnaire and return it by Jan 20th.

SCHOOL BUS SAFETY COMMITTEE

JANET BAJOREK
CAROL FAST
Co-Chairmen

Happy New Year,

Debbie Richards

WE NEED YOUR COMMENTS ON THE CONFERENCE ON CHILD PASSENGER
PROTECTION - Please return by Jan. 30 . (Use back if
you need more space.)

1. Did you find the first day's program carried out the goal
of bringing the audience up-to-date on the topic? Yes

Anything omitted? _____

Anything not necessary? _____

2. Were the workshops you attended helpful to you? Yes

Why or why not? Many fascinating ideas were raised, But not
enough time for questions

Comments on structure (length and number of sessions, etc.)
The sessions were too large and too short in time - no real opportunity
to exchange information

Comments on specific sessions or topic areas e.g., loaner programs -
No time to discuss solutions to practical problems raised; e.g., Products
liability - no time for full discussion of implications of public
liability policy that were challenged.

3. Did you find the exhibits informative? Yes

Why or why not? Not all types of products are locally available
here - it was worthwhile to learn they exist.

4. Other comments The legitimacy of the preventive health message of
the conference would have been enhanced by a ban on smoking in conference
sessions

5. Please pass on any comments you picked up from other
participants about the conference in general or particular.
All were very enthusiastic - Wished that many human service colleagues
could have attended.

6. Should NHTSA sponsor another conference in 1980? Yes

Similar or different from the last, in what ways not
mentioned above? Directed if possible to persons not presently
involved in child restraint promotion and also dealings with
pedestrian/bicycle safety issues.

7. Based on your experience at the conference, what is the most
important issue in child passenger safety that NHTSA should
follow up on right now? Great need for public education - there is
a huge gap between knowledge of general public and segment that is
informed.

Thank you, Debbie
Debbie Richards

Please return to me at:
2559 NE 83 St., Seattle, 98115



Action for Child Transportation Safety

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Chairman

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President

CAROL FAST
Secretary

GLORIA SCORSE
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ROBERT COLES, M.D.
RICHARD FEINBLOOM, M.D.
TRUDE LASH
VERNE L. ROBERTS
MILTON ROBERTSON
ARNOLD W. SIEGEL
RICHARD L. STALNAKER
DAVID SWOPE
MARY WAWRO
PETER WEAVER
ARTHUR YEAGER, D.D.S.

SCHOOL BUS SAFETY COMMITTEE

JANET BAJOREK
CAROL FAST
Co-Chairmen

PO Box 266
Bothell, WA 98011
Jan. 22, 1980

In order to properly evaluate the effect of the National Conference on Child Passenger Protection held last December, I would appreciate your candid thoughts, based on the questions on the attached sheet. This letter is going to only a few attendees in a variety of disciplines, so your comments will be very meaningful.

I very much appreciate your participation in the conference, and your interest in safety.

Sincerely,

Deborah D. Richards
Chairman

Summaries of General Session Speakers' Remarks

- * Congressman Bob Eckhardt of Texas spoke in favor of state laws for child protection. He stated his committee, which oversees the NHTSA, recognizes the intangible value of children which defies cost-benefit analysis.
- * William Haddon, M.D., President of the Insurance Institute for Highway Safety, pointed out the continuing designed-in safety defects of many cars. For instance, many dashboards are built with the smallest area of padding required by the NHTSA. A number present protruding knobs in spots where unrestrained children are likely to impact them.
- * Seymour Charles, M.D., President of Physicians for Automotive Safety (PAS), provided a historical perspective. He spotlighted the role the medical community took in recognizing the child passenger safety problem long before government became involved, and the need for continuing leadership by physicians.
- * Susan Baker, M.P.H., Associate Professor at Johns Hopkins School of Public Health, described the types of injuries suffered by child passengers. Her own recent research shows an exceptionally high death rate for infants.
- * A panel detailed factors influencing restraint use. Edward Christopherson, Ph.D., summarized his work demonstrating children's behavior is improved by the use of restraints. Deborah Richards, Chairman of ACTS, outlined the real-world problems parents face in buying and using restraints properly. Christy Hughes, Ph.D., National Safety Council, specified psycho-social factors which influence parents to follow or disregard advice about child passenger safety.
- * John Carr, Executive Director of the White House Conference on Families, expressed his belief that safety is a family matter. He asked for support from the audience to ensure that the impact of auto accidents on the family is included in the agenda of the three Conference meetings to be held early this summer.
- * A panel of representatives of major child restraint manufacturers fielded audience questions. Various members answered positively to questions about marketing possibilities of car beds and harnesses. General Motors' Robert Walker said his company has had little success getting car rental firms to supply child restraints. He also reported that all 1980 GM cars have pre-drilled holes for tether anchorages. Questor's Jerry Kosiatek indicated his awareness of the need to double-thread many harness buckles. A new Questor seat will not require it. There was general agreement that seats should be replaced if they have been used during a crash.
- * Mike Ellis, Governor's Highway Safety Representative from Tennessee, the only state to enact a child restraint law, related that restraints have been provided for all foster children in the state. Although there has not yet been a documented decline in child fatalities, there have been many examples of crashes in which children were saved from serious injury or death. 300 traffic tickets were written in the first two months of a new enforcement program.
- * Robert E. Vanderbeek, President of the League General Insurance Company, explained his belief that insurance companies' interests coincide with the public's in the case of child restraint use. He outlined his program in which free Century Trav-L-Guards are distributed to all policy holders who have babies and small children while insured.
- * J. Michael McGinnis, M.D., Deputy Assistant Secretary for Health (Disease Prevention and Health Promotion) assured participants that a reduction of childhood accidents is one goal of the Surgeon General's campaign emphasizing healthy families.

APPENDIX D

Pledges by Administrator Joan Claybrook:

- *To publish proceedings of the conference for all participants.
- *To negotiate with the Department of Health and Human Services (DHHS-- previously DHEW) for improved cooperation in hospital and day care safety programs.
- *To plan a second series of bi-state workshops to continue the exchange of ideas.
- *To publish and distribute resource materials for public use.
- *To consider establishment of a task force to advise the agency on new activities.
- *To work with the insurance industry, the American Academy of Pediatrics, auto dealers, and child restraint manufacturers to encourage their assistance with safety programs.
- *To continue communication with citizens and community groups, state and local agencies.
- *To consider holding another national conference in 1980.

APPENDIX D-3

NHTSA Awards presented December 11, 1979:

Awards for Public Service--NHTSA's highest award--were granted to:

- * Physicians for Automotive Safety
- * Action for Child Transportation Safety
- * Michigan Motor Vehicle Occupant Protection Program
- * Insurance Institute for Highway Safety
- * League General Insurance Company

Certificates of Appreciation went to:

- * C. Ernest Cooney, Wisconsin Department of Public Instruction
- * Highway Safety Research Center, University of North Carolina
- * Sutliff Chevrolet, Harrisburg, Pennsylvania

A Special Award was presented to Honorable Warren G. Magnuson, Senator, State of Washington, at his office by Ms. Claybrook and Deborah Richards of ACTS for his long-time support of child safety, consumer, and auto safety measures as past Chairman of the Senate Commerce Committee.

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